

Associate Director of UX & Research

Education

UCLAN / **BSc Computer Graphics**
2001 - 2005

Skills

Leadership

Team management
Mentoring
Process building
Cross-functional alignment

UI/UX

Design systems
Prototyping
UX strategy
Workshop facilitation
Information architecture

Research

User research
Usability testing
A/B testing
Data-driven optimization

Tools

Figma
FigJam
Figma Make
Miro
Photoshop
Storybook
ChatGPT
Claude
Perplexity
Lovable
v0

Professional Summary

Strategic UX leader with 10+ years' experience driving user-centered design and research across global teams. Proven ability to lead cross-disciplinary collaboration, define best practices, and mentor high-performing design teams. Skilled in aligning UX strategy with business goals, elevating design standards, and delivering impactful digital solutions for high-profile clients. Passionate about building scalable processes and fostering innovation that improves both team efficiency and client outcomes.

Experience

Fueled / **Associate Director of UX & Research**

Sept 2024 - Present

In my current role I contribute to the growth and alignment of the company's UX practice, working under the Director of UX to define best practices and improve efficiency across teams. I regularly review UX deliverables to ensure quality standards are met and provide guidance to designers on projects. I also collaborate with account teams during new business pitches, offering UX insight and sometimes creating pitch concepts to support proposals. On client engagements I often act as design lead, helping to guide projects forward while managing delivery, budget, and timelines. In addition, I spearheaded the adoption of AI tools within the UX team, enabling designers to work more efficiently and freeing up time for deeper creative and strategic problem-solving.

Fueled / **Design Team Lead EMEA**

Sept 2021 - Sept 2024

I managed a distributed team of UX, UI, and content designers across EMEA, ensuring that resourcing and deadlines were balanced effectively. A big part of my role was mentoring team members, helping them map out career growth plans and stay motivated in their work. I also partnered with engineers, account managers, and audience specialists to keep projects running smoothly, and I took responsibility for maintaining a high standard of design quality for fast-paced, global clients.

Fueled / **Senior UX Designer**

Jan 2018 - Sept 2021

As design lead on major projects, I guided planning and facilitated workshops that helped clients clarify complex challenges and align on solutions. I kept project delivery on track by balancing design direction with budget and timeline requirements, and I built trust with high-profile clients by presenting clear design concepts. Working in a remote-first team, I focused on keeping communication open and progress transparent so everyone stayed aligned.

Ainsworth & Parkinson / **Senior Digital Designer**

Feb 2016 - Jan 2018

I delivered end-to-end client projects, starting with UX discovery and visual design, through to front-end coding and post-launch optimization. My work included analyzing user data, running A/B tests, and refining designs to improve conversions and user experience. Beyond client work, I set up a collaborative design process within the agency and contributed to executive discussions to keep the team aligned with industry trends and well-resourced to succeed.