

Achievements & Awards

- In partnership with Google, led the team responsible for the first voice shopping service in the UK whilst at Argos.
- Winner of a Gold & Grand Cleo
- Winner of SMITTY Social Media Award
- Launched Rolls Royce's first internal career & recruitment portal

Experience

Skyscanner | Barcelona & London | May 2020 – Present

Principle Product Design Manager | Audience, Lifecycle & Retention

- Led innovation design sprints to define our **3-year** product strategy and influenced executive team to pivot, resulting in expanding annual recurring revenue potential from **£37K to £1.4M**.
- Launched the Save & Price Alerts feature which drove **5% uplift (203K)** daily engagement, increased login by **53%**, account creation by **75% (107K daily)**, mar-comms opt-in by **21%** and price alert creation by **200%**.
- Led design team to create the Hotel Deals Hub, an app-only play to increase downloads, enabling YoY growth, driving **331K** downloads, resulting in **11%** booking uplift. Daily bookings increased from **9 to 40 (346% increase)**. This also reduced design cycle for similar projects by more than **40%**.
- Winner of the **“Manager of the Year Award”** by the Skyscanner leadership team 2021-2023 and winner of **“Team Player of the Quarter”** in Q2 2021 and Q4 2023

Argos | London | Jan 2016 – Nov 2019

Senior Manager | User Experience

- Led a complete digital transformation from team recruitment, product strategy and implementation of a global design system, improving design overhead by more than **83%**.
- In partnership with Google, led the team responsible for launching the UK's first voice shopping service on Google Home.
- Re-designed entire selling journey: HP, DLP, PLP, PDP & Checkout. Developed new taxonomy & hierarchy - improvements that increased scroll & dwell time, while uplifting conversion by **61%**.
- Integrated Argos-own financing option across selling journey, driving additional revenue of **£937K in the first 3 months**.

- Implemented a Wishlist and recurring cart features, simplifying the shopping process for users while driving **41% uplift** in returning users.

Other relevant experience | UK / US / EMEA | 2007 – 2020

Virgin Media | UX Design Lead • **Luxus** | Head of Creative & Copy
Y&R | Principal Art Director • **GREY Global** | Group Art Director
Saatchi & Saatchi | Senior Art Director • **ESPN** | Graphic Systems Dev II

Key skills

- Driven, high-performing and empathetic Product Design leader with over 17 years' experience creating user-centric digital products & services.
- Specialist in large-scale projects focused on User Experience, Product & Service Design and Digital Transformations from inception to go-to-market.
- Expert in using quantitative and qualitative behavioural data to inform and drive design.
- Strong interpersonal and collaborative skills, able to forge deep relationships with stakeholders of all levels of seniority and ability to hire, manage and mentor design teams both small and large.
- Has an inclusive leadership style and cultural competency – brings a deep understanding of various cultures and perspectives, enabling them to manage a multicultural and/or co-located team effectively and sensitively.
- Fluent in Spanish and English. Conversational Italian and Basic Finnish languages spoken.

Education

Parsons School of Design | 2003 – 2007 | BFA, Design & Technology

The New School | 2007 - 2008 | MFA, Design & Psychology

University of the Arts London | 2018 – 2019 | MA, Design Management

University of Helsinki | 2011 – 2012 | Intensive Finnish Language 1-2