



I am a design leader with 20+ years of experience. I believe that thoughtful, user-centred design can transform even the most complex B2B products into experiences people genuinely value.

I have built and scaled UX functions, putting in place the processes, standards and design systems that enable teams to do their best work and ship with confidence. I combine strategic product leadership with hands-on craft, staying grounded in real user problems through research, analytics and customer signals.

I believe that good design thrives in environments where designers are empowered to bring their own unique talents to the table, and my focus as a leader is to create those conditions.

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## Director of Experience Strategy and Design, Current Health

April 2022 – May 2025, Edinburgh / remote

Team Growth	Daily active patient increase	Strategic KRIs led
400%	1400%	3

Current Health is a B2B SaaS company that provides the technology and services (including wearable devices, patient apps and clinical dashboards) that healthcare organisations need to monitor patients remotely at home. My team of UX designers, content designers and product engineers owned the end-to-end experience for both patients and healthcare professionals across all SaaS product lines, working closely with Product, Engineering, Regulatory and Quality to balance user needs, clinical safety and regulatory requirements.

### Design Team Leadership and team growth

- 📌 Grew a UK/US UX team from 2 to 10, building a multi-disciplinary mix of skills across research, product design and content
- 📌 Introduced tailored learning pathways and mentoring, achieving the highest team-member satisfaction scores across the Product organisation
- 📌 Championed user-centred design across the company, mentoring ICs and non-designers with an interest in UX

### Ways of working, governance and delivery

- 📌 Co-designed squad structures and ways of working with Directors of Product and Engineering, ensuring UX coverage across all product areas
- 📌 Formalised our discovery and research process, cutting average discovery time by ~60% while improving output quality
- 📌 Introduced a maintenance cycle for BAU work that dramatically reduced turnaround time on smaller, repeatable tasks

- 📌 Embedded UX into governance with Regulatory and Senior Leadership, ensuring work was consistently documented, compliant and audit-ready
- 📌 Helped teams balance quality with shipping regularly, maintaining momentum while protecting user experience standards.
- 📌 Used AI-powered tools (e.g. Copilot, Maze) to accelerate research synthesis and design iteration

### Strategy and product impact

- 📌 Defined and championed a Product Delivery Strategy to improve how users received and interacted with the offering, physically and digitally
- 📌 Created concepts that demonstrated a potential 70% reduction in logistics costs while improving the user experience
- 📌 Led hands-on UX research and design for multiple projects, with a focus on third-party medical device integrations and the experiences of patients and clinicians using them

### Tools

- 🔗 Figma, Miro, Jira, Orcanos, Copilot, Maze

## Head of UX, The Craneware Group

Jan 2018 – April 2022, Edinburgh

Team Growth	FE dev time reduction	Products supported
2000%	50%	9

Craneware's B2B SaaS products play a critical role in the US healthcare system – over a third of US hospitals use them to manage complex financial and clinical processes and large volumes of data. My team of 20 owned all UX, UI, design and documentation across the full product portfolio, acting as a bridge between product strategy, user needs and technical delivery, and between US and UK teams.

### Design Team Leadership and team growth

- 📌 Established and scaled a cross-functional UX organisation of UX designers, visual designers, front-end developers, researchers and technical writers
- 📌 Positioned the team as a strategic partner to the business, responsible for understanding both user needs and business function and translating them into clear product experiences

### Ways of working, governance and delivery

- 📌 Embedded UX-centred ways of working with Product and Engineering across 10 products, including two product areas directly managed by me
- 📌 Introduced and facilitated design sprints and other co-creation practices to support fast, iterative work alongside a heavy flow of planned and unplanned demand

### Design systems, tooling and insight

- 📌 Introduced Craneware's first design system ("The Nest"), defining a shared UI language for accessibility, responsiveness, look and feel and behaviour across a mature, siloed platform
- 📌 Made the system a joint effort, with contributions from engineers across the suite and central stewardship from my team to maintain coherence
- 📌 Implemented Pendo analytics across all cloud products and hired Craneware's first UX Researcher, creating a single, growing repository of customer insight to inform design and product decisions

## Tools

 Figma, Axure, Miro, Jira, Aha!, Pendo

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## Principal Experience Consultant, Manifesto Digital

Oct 2016 – Jan 2018 - London

Team Growth	Awards won	Key accounts led
400%	1	9

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I developed and led Manifesto's user experience function, sitting on the Senior Management Team and helping grow the agency by establishing UX tools, practices and case studies that attracted new clients. I partnered with purpose-led organisations such as Stonewall, the Royal College of Anaesthetists, the Royal British Legion and the British Heart Foundation, leading research-driven strategy work that combined surveys, depth interviews, contextual enquiry and stakeholder workshops to shape multi-year roadmaps, content strategies and high-level product concepts

Alongside this, I led collaborative design and design-sprint engagements for organisations including Genesis Housing, the European Bank for Reconstruction and Development, the World Health Organization and the National Trust, using co-creation, rapid prototyping and user testing to tackle complex service and content problems. These projects produced award-winning products, clearer internal tools and intranets, and practical guidance for build teams, while helping Manifesto deepen its reputation for thoughtful, user-centred digital experiences.

## Tools

 Axure, Miro, Jira, GA

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## Head of Digital & Creative, Blood Cancer UK

May 2014 – May 2016 - London

I created and led a 25-strong, agile "internal agency" spanning Drupal developers, producers, copywriters, digital marketers, designers, UX and ICT professionals, enabling genuinely integrated delivery across all aspects of the charity's lifesaving work. I was responsible for planning and managing around £1.5m in annual marketing, development and ICT spend, aligning digital investment with organisational priorities and impact.

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## Other roles

Senior UX Designer, Zone and Public Zone

Sept 2011 – Nov 2013

Project Engineer, Coneloch Renewables

Nov 2013 – Apr 2014

Usability Specialist Research Associate, University of Edinburgh

Jan 2004 – Jan 2009

## Education

University of Edinburgh, Electronics and Electrical Engineering B-Eng

Dissertation: ADSL: Past, Present and Future

Project: Algorithms for noise cancellation in Multiple in Multiple out (MIMO) communications