

Professional profile

I uncover problems and solve them by creating meaningful, human centred experiences. As a product lead at Perforce, I work cross-functionally to ensure features can be built and delivered before deadlines. I play a crucial role throughout every stage of the process, from creating use cases and looking at competitors, right through to creating high fidelity mockups.

Within the past year I became the founder of my own health-tech start up. 'Insurin' provides behavioural nudges through a mobile app to help newly diagnosed type one diabetics manage their condition with confidence. I built this business from the ground up, powered by my own determination, decision making and leadership skills. The app is currently being developed and will be released on Apple's app store within the next few months.

Key achievements

1. **Belfast Business Idea winner 2022** - I successfully pitched in front of a live audience and a panel of successful business owners. I represented the voice of the customer through a researched understanding of their needs to win by audience vote.
2. **Belfast Telegraph Business awards winner** - Through using emotive storytelling techniques, I pitched my start-up business idea in front of over 1,000 people and won by a large majority of audience votes.
3. **Co-Founders by Catalyst winner** - I recruited and managed a team of 3 co-founders to expand upon my business idea. After being the top scoring team in every pitching round through using influential user stories, we got to the final and were the winners of the proof of concept grant.
4. **Digital DNA Young Person of the Year 2023 (shortlisted)** - For disrupting the market through radical innovation, intelligence, bravery, creativity and energy, I was nominated for young person of the year 2023. The winner will be announced in March 2023.
5. **Digital DNA Tech for Good Project of the Year 2023 (shortlisted)** -For meeting societal needs and addressing concerns with my app 'Insurin', it was nominated as tech for good project of the year. The winner will be announced in March 2023.
6. **Winner of the Deloitte Digital Award for best solution** - I spoke to young people living with type one diabetes to discover their pain points in living with the condition and created a solution that addressed their needs.

Work experience

Lead Product Designer – Puppet by Perforce

SEPT 2021 – SEPT 2022 JULY 2022 – PRESENT

- I am a product design lead who is responsible for liaising with product managers and engineers to ensure specifications are being met, deadlines are being met and design decisions are feasible by engineering to deliver value.
- I tackle complex projects from end to end. From carrying out user research, writing user stories and creating user flows, to creating wireframes, prototypes and mockups.
- Work on improving accessibility across the design system alongside demonstrating how design patterns should work.
- Facilitate and lead team meetings where I present case studies and designs to cross functional teams.
- Carry out user research to validate design decisions and to understand future project direction.

Founder and CEO – Insurin

MAY 2022 – PRESENT

- Delegated responsibilities to my co-founders, managed a team and advocated for collaboration between members which enabled us to develop and outline our business model and develop a product road map.
- Spoke to investors and formed partnerships with two of the leading diabetes charities in the UK, Diabetes UK and JDRF.
- Shortlisted as one of the top 100 startups in the UK through the Santander X Awards
- Uses emotive storytelling techniques when pitching to live audiences to secure funding

Freelance

SEPT 2018 – PRESENT

- Creator of wedding stationary over at @hopeandhold on instagram
- Brand designer for a local interior designers and running club
- Social media content creator for Glenabbey church
- Illustrator of NI Coffee Maps

Education

University of Ulster, Belfast

SEPT 2018 – May 2022

1st class honours in Interaction Design