

Dedicated to making an impact with ethical and meaningful design



I'm a designer with 16+ years of experience, returning home to New Zealand after many years living and working in Europe. I'm looking for a new challenge in an inspiring company where I can solve problems, explore ideas and build great relationships with colleagues and clients.

With a Master of Arts in Ethics, I'm particularly interested in how design can make a positive impact. It's important to me to work with people who are curious, open-minded and driven to make a difference in the world.

I specialise in understanding people, getting to the heart of user needs and challenges, and combining strategic thinking with strong visual design to create intuitive, accessible experiences - ideally with a smile on the user's face.

Outside of design, friends often say I have too many hobbies. I'm currently mastering pottery and learning the piano (painfully slowly). I usually have a few books on the go and love listening to audiobooks and podcasts while cycling or walking. I'm also very active and can usually be found playing squash, swimming or trying out a new fitness class.

English ● ● ● ● ● ● ● ● ● ●

Dutch ● ● ● ● ● ● ● ● ● ●

Spanish ● ● ● ● ● ● ● ● ● ●

- Ethical Design
- Curiosity
- Autonomy
- Continuous learning
- Accountability

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Relocating to Auckland, New Zealand

Politie Nederland | Senior Product Designer | Netherlands

MAY 2023 TO AUGUST 2026

- Owned end-to-end product design for a gamified digital learning platform for the Dutch Police, helping officers learn legislation and apply it to real-world situations.
- Designed the player experience, using game mechanics and realistic police cases to make learning more engaging and memorable.
- Designed the CMS for educational specialists to create, manage and publish learning content.
- Designed a dashboard within the CMS to provide insights into learning statistics and support the evaluation of learner progress and content effectiveness.
- Conducted user research and usability testing with learners and content creators, using insights to iterate on prototypes and validate design decisions.
- Collaborated with product owners, educational specialists, developers and stakeholders to shape and validate both experiences.

Various Clients | Freelance Senior Designer | Amsterdam

AUGUST 2018 TO MAY 2023

- **Adidas:** Visual/UX Designer for the Category Experience Team. 2023.
- **PVH, Tommy Hilfiger:** Brand design for new sub-brands; graphic, visual and UX design for the marketing team and MyTommy loyalty app. 2021.
- **VU University Amsterdam:** Product Designer for the redesign of their public-facing website and student portal dashboard - Information architecture, UX and UI. 2020.
- **Uber:** Visual design within the branding team during the 2020 rebranding.
- **Coca-Cola:** Visual designer for new product concepts in design sprints. 2020.
- **BMW + Here:** Design sprint facilitator and visual designer for new in-car features. 2019.
- **Mars:** Visual designer for new product concepts and design sprint facilitation. 2019.
- **Epic Agility:** Full branding identity and website creation, graphic design for all marketing materials and publications. 2018-2020.
- **Clariant:** Visual, IxD and UX of a web dashboard app for internal use. 2018.
- **Bold Monkey:** Brand, packaging and website design. 2018.

WeTransfer | Senior Designer | Amsterdam

DECEMBER 2018 TO SEPTEMBER 2019, JUNE 2021 TO AUGUST 2022

- Led product design for an Advertising Creator tool, enabling WeTransfer clients to independently design and develop wallpapers.
- Worked in a team of designers and developers to concept, design and implement advertisements for WeTransfer's unique wallpaper platform.
- Developed and released multiple static, animated, film and interactive wallpapers.
- Organised and ran training sessions for junior designers and developers on visual and interaction design.
- Participated in and organised workshops with clients to collaborate on and elevate their advertising campaigns.

Backbase | Principal Designer | Amsterdam

APRIL 2020 TO MARCH 2021

- Developed and prototyped fintech concepts across web and iOS, translating strategic opportunities into tangible product experiences.
- Collaborated with leadership, sales, R&D and design system teams to align concepts with business objectives and product strategy.

CONTINUED ON THE FLIP SIDE

WORK EXPERIENCE CONTINUED

Amsterdam University of Applied Sciences | Design Lecturer

SEPTEMBER 2018 TO JANUARY 2019

- Taught two courses to third-year students of the Communication and Multimedia Design bachelor's degree at HvA University of Applied Sciences, Amsterdam.
- **Designing for Purpose:** Guided students through design sprints, from research and ideation to prototyping and testing, tackling challenges such as student burnout and sustainability in fashion.
- **Interaction & Visual Design:** Taught the fundamentals of digital product design using established interaction design principles, theoretical frameworks and literature, including BJ Fogg's behaviour design model.
- Encouraged critical thinking and evidence-based design decisions, helping students connect design theory with practical applications.

Ice Mobile | Visual Designer → Creative Lead | Amsterdam

NOVEMBER 2016 TO JULY 2018

- Concepted and designed the UX and visuals for a farm building game that was successfully sold and delivered in over 20 countries and achieved nearly 1 million players.
- Promoted from Visual Designer to Design Lead, leading a team of eight in designing and delivering digital solutions for instant loyalty programmes in collaboration with BrandLoyalty's development team.
- Spoke at knowledge sharing sessions, meetups and 'Aprill' conference on the topic of designing for play, emotion and ethics.
- Facilitated workshops for concept brainstorms and Design Thinking.

Virtual Affairs | Visual Designer | Amsterdam

JULY 2015 TO NOVEMBER 2016

- Strategised and designed the user experience and visuals for multi-device insurance, investment and banking platforms.
- Designed marketing material, corporate blog, white papers and corporate style guide for Virtual Affairs.
- Created the visual tone of voice for ABN Amro corporate banking's new website.

Nike EMEA | Graphic Designer | Amsterdam

FEBRUARY 2012 TO JULY 2015

- Promoted from Design Assistant to Graphic Designer in charge of designing football federation and club fanwear collections.
- Collaborated on the design of national team kits, presentations and brand materials.
- Designed branded Athlete Journey apparel collections, including CR7 for Ronaldo.
- Managed seasonal projects and product line planning.
- Developed 3D modelling and animation practices to improve prototyping and presentation pitches.
- Researched trends, colour and innovation to inform design concepts.
- Gathered athlete and consumer insights through interviews with Manchester City Women's, US and Dutch KNVB players, incorporating their feedback to improve the design and fit of women's football kits.
- Worked with product creation centres across Asia and Europe.

Various Clients | Freelance Designer | Seoul, South Korea

JANUARY 2010 TO DECEMBER 2011

- Reebok Crossfit Sentinel: Designed branding and marketing tools.
- Craftworks Taphouse and Bistro: Designed bar and beer branding.
- Exile Press Publishing House: Created website and advertising tools.
- Tiwi Trade: Designed marketing tools and website.
- Bootcamp Korea: Designed branding and marketing tools.

EDUCATION

MASTER OF ARTS IN ETHICS

2020 TO 2022: REMOTE STUDY - AMSTERDAM, NETHERLANDS

Dublin City University (Philosophy Department)
www.dcu.ie

CERTIFIED SCRUM MASTER

2019: AMSTERDAM, NETHERLANDS

Scrum Alliance
www.scrumalliance.org

CERTIFIED SCRUM PRODUCT OWNER

2019: AMSTERDAM, NETHERLANDS

Scrum Alliance
www.scrumalliance.org

DESIGN SPRINT MASTER FACILITATOR

2018: AMSTERDAM, NETHERLANDS

Design Sprint Academy
www.designsprint.academy

PSYCHOLOGY PAPERS

2010, 11, 12: LONG DISTANCE STUDY

Massey University
Major: Applied Psychology
Completed 12 papers towards a Bachelor of Psychology (approximately half the degree).

BACHELOR OF DESIGN

2006, 07, 09: AUCKLAND, NEW ZEALAND

Unitec Institute of Technology
Major: Graphic Design + Visual Communication

BACHELOR'S EXCHANGE YEAR

2008: VANCOUVER, CANADA

Kwantlen University
Major: Marketing and Graphic Design