

About

Product Design Manager and Senior/Lead Product Designer with experience leading teams and delivering large-scale products. Skilled in design leadership and hands-on UX/UI, ensuring solutions are user-centred, scalable, and measurable. Known for building design culture, mentoring, and driving cross-functional collaboration to deliver business results.

Experience

Product Design Manager
Entain
Apr 2022 – Present

- Lead design teams across Sportsbook, Gaming, and Player Experience; built team structure, hired, and scaled processes.
- Partner with senior stakeholders to shape product strategy and embed design early in decision-making.
- Collaborate with product, engineering, and research to deliver consistent, customer-centred solutions.
- Mentor designers and foster a strong design culture.

Key Impact: Improved Bet Builder usage by 25%, increased in-bar bet placements by 22% with the new betslip experience, and delivered the Future of Sportsbook vision now in testing.

Senior Product Designer
Entain
Sep 2019 – Apr 2022

- Delivered high-impact projects for Ladbrokes & Coral, improving usability and conversion at scale.
- Owned the end-to-end design process, from discovery to delivery.
- Mentored junior designers and refined team processes.

Key Impact: Improved bet placement speed by 30% (Sportsbook Betslip) and boosted homepage engagement and discovery through optimisation.

UX/UI Designer
PlayStation (SIE)
Jan 2017 – Aug 2019

- Designed features for the PlayStation App, improving navigation and engagement.
- Conducted research and user testing to inform design decisions.
- Partnered with engineering teams to deliver scalable global solutions.

Key Impact: Improved PlayStation App usage from 33m → 37m users and active users by 6% within three months of launch updates.

Freelance Designer
AHux Digital
Jan 2015 – Jan 2017

- Designed and delivered large-scale applications and digital experiences for EY, The Sun, CNBC, and others.
- Collaborated with cross-functional teams to create new products and enhance existing ones.

Digital Designer
Dods
Aug 2013 – Jan 2015

- Designed web and application experiences, icons, and campaign assets.
- Delivered accessible, cross-platform HTML/CSS solutions.

Digital Designer
Splash Worldwide
Jan 2011 – Apr 2013

- Designed and produced digital assets across web, social, and mobile for global campaigns.
- Ensured creative consistency and brand alignment across multiple markets.

Education

Certified Professional for Usability and User Experience
2017

University of Greenwich - BSc, Web Technologies
2007 - 2010

Skills

- Design Leadership:**
Stakeholder management, mentoring & hiring, collaboration, problem solving
- UX Design:**
Research & testing, wireframing, prototyping, information architecture
- UI Design:**
Visual design, design systems, interaction design
- Technical:**
Front-end development awareness, Vibe Coding, Figma-to-prototype handoff