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Summary

Founding designer and creative director with 12+ years of experience taking products from zero to launch and from launch to scale. Most recently co-founder at Kaizen, where I owned brand, product UX, and design system. I work best on the creative direction problem at the moment when a brief exists but the answer doesn't yet, especially with teams that don't want to settle for the obvious version of what they're building.

Experience

Kaizen · **Co-founder & Founding Designer** Berlin November 2022 – April 2026

Co-founded Kaizen, a marathon training app that grew from 0 to 30,000+ downloads. Owned brand, product UX, design system, copy, and creative direction across the full experience.

- Grew Kaizen from 0 to 10,000 downloads in year one with €0 marketing spend, primarily via a Strava community growth hack.
- Onboarding redesign reframed the first-run experience as a journey rather than a checklist, opening design choices around notifications, autonomy, and retention.
- Feed and dashboard redesign turned a static day-by-day view into a navigable training timeline. Lifted trial-to-paid conversion by 10.9% and became the foundation for the training systems product.
- Built and maintained the design system across iOS and Android, including editorial voice and copy guidelines.
- Ran user research, customer support, and analytics review as part of the design feedback loop.
- Cross-functional work with cofounders on product strategy, prioritisation, and pricing experiments.

Tools: Figma, Storybook, Notion, ClickUp, PostHog, RevenueCat, Firebase, Adobe CC.

SuitePad · **Freelance Product Designer** Berlin 2024

Designed the on-device AI experience for SuitePad's in-room hotel tablets, taking it from early concept through to production-ready interaction patterns.

- Defined the AI's voice, tone, and visual language for guest-facing flows on the device.
- Worked closely with product and engineering on prototyping, prompt design, and the handoff between AI and human staff.

Gastfreund GmbH · **Product Design Lead (B2B)** Berlin · 2019 – October 2022

Led product design across a seven-product B2B suite for the hotel industry, working with a 40-person engineering and product team.

- Rebranded and redesigned the legacy product family - dashboards, CMS, web editors, media library and built the design system across all seven products.
- Led research with hotels (remote feedback, prototype testing, diary studies) and ran weekly design sprints to embed findings in delivery.
- Partnered with PMs and engineers on user stories, sprint refinement, and QA to keep the design loop tight.

Selected Freelance & Earlier Roles

Make.garden · **Researcher (Covid project)** March 2020 – January 2022

Conducted field studies on artists' needs for creative environments on and offline. Bootstrapped a software product, sold to UK universities, co-authored an academic paper.

Apps for Good · **Product Designer & Strategist** March 2018 – January 2019

Improved data collection and student/teacher engagement across the learning platform. Designed and tested alternative landing pages to validate new propositions, then tracked their performance against the existing experience.

Infarm · Product Designer 2018

Worked with the Head of Product on a mobile-first UI for internal unit-analysis software used by Infarm staff to monitor produce health.

AJ & Smart Berlin **Product Designer** 2017

Guest designer with the design sprint team. Worked on consumer projects including the E-On energy supplier rollout, running and recording sprint findings for client teams.

A Door For **Founder** 2012 – 2015

Founded and ran “an Airbnb for interim and creative use of space.” Built and led product, brand, and a small operations team from concept to a working London-based marketplace.

Freelance **Location Scout** 2008 – 2013

Scouted feature film and commercial locations across the UK, working with directors and production to find spaces matching their brief. Handled negotiations, permits and on-set logistics prep to shoot. Feature highlights included Philomena, Danny Boyle films, Commercial work for Google, Burberry, and a range on independent film

Writing

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Notes on creative direction, product, and the studio practice that runs alongside the design work.

Skills

Product design, creative direction, design systems, brand identity, user research, prototyping, copy and editorial voice, prioritisation, cross-functional collaboration with engineering and product teams.

Tools: Figma, Storybook, Sketch, Adobe CC, Notion, ClickUp, Jira, Miro, PostHog, Firebase.

Code: HTML, CSS, JavaScript, AI vibe coding.

Education & Credentials

- Arts University Bournemouth · BA Hons, Fine Arts (2:1) 2004 – 2007
- General Assembly · Front End Web Development · 2014 – 2015
- UX Fika Advanced UX Course 2015
- School for Creative Startups · Innovative Business Course 2013 – 2014
- German B2 (Business level)
- Royal Society of Arts Fellow · 2021 – present