

# TOSHISM

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## PORTFOLIO

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## CONTACT

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## EDUCATION

### UX DESIGN DIPLOMA

Professional Diploma (Bootcamp)

RED Academy

July 2018 > October 2018

### DIGITAL ARTS & ADVERTISING

1st Class BA Hons

London College of Music & Media

1999 > 2002

### GRAPHIC DESIGN

BTEC National Diploma

Leicester Southfields College

1993 > 1995

## SKILLS & TOOLS

### UX/PRODUCT DESIGN

Stakeholder Liaison/Workshops

Requirements gathering

User Research

Persona Development

Information Architecture

Responsive Design

Wireframes & Prototypes

Usability Testing

Cross team collaboration

Dev Ready Figma

### APPS

Figma

Sketch

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

3DS Max

Pen n Paper

# A SENIOR UX/PRODUCT DESIGNER...

...WITH 15 YEARS+ IN DIGITAL DESIGN, ALIGNING BUSINESS OBJECTIVES WITH USER NEEDS. EXPERIENCE WORKING WITH AGENCIES, CLIENT SIDE & FREELANCE. **LET'S GO!**

## EXPERIENCE

### LEAD UX/PRODUCT DESIGNER

CONTRACT - JUNE 2021 > PRESENT

#### H1 CONNECT

HEALTHTECH

As the lead UX designer at H1 Connect, I audited and overhauled a legacy website initially under a 3-month contract with Faculty Opinions.

Post-acquisition by H1, I became a key leader in quarterly strategy meetings, influencing the product roadmap. I played a central role in rebranding Faculty Opinions to H1 Connect, aligning the product as well as marketing materials with new business strategies & brand guidelines.

Since joining in 2021, metrics indicate increased website usage and registrations, showcasing the success of the UX overhaul in meeting business and user objectives.

*Stakeholder Management, Leadership, Planning, Agile, Jira, UX Audit, Heuristics Analysis, Domain Research, Digital Transformation, Design-Thinking, User Research, Domain Research, Responsive Screen Design, Wireframe Design, Clickable Prototypes, Usability Testing, Design System, UI Design, Dev Ready Figma*

### SENIOR UX DESIGNER

CONTRACT - APRIL 2021 > JUNE 2021

#### DISCOVERY INC

VIDEO ON DEMAND // ENTERTAINMENT

Working in a Squad of 4 (Product Manager, UX Designer, UI Designer and UX Researcher) to design and release features for Discovery Plus video on demand service.

*Stakeholder Management, Agile, Jira, Responsive Screen Design, Wireframe Design, Clickable Prototypes, Usability Testing, UI Design, Dev Ready Figma*

### SENIOR UX DESIGNER

CONTRACT - MARCH 2021 > APRIL 2021

#### VODAFONE - REPLY AGENCY

CYBER SECURITY DASHBOARD

Collaborating with Vodafone and third party stakeholders to analyze and translate complex cyber security data feeds & functionality into user friendly interfaces, dashboards & flows for Vodafone's Cyberhub product (Cyber security).

*Stakeholder Management, Responsive Dashboard Design, Wireframe Design, Clickable Prototypes, Usability Testing, UI Design, Dev Ready Sketch*

### SENIOR UX DESIGNER

CONTRACT - JAN 2021 > MARCH 2021

#### JOHN LEWIS PARTNERSHIP

INSURETECH // DASHBOARD

Part of a cross functional digital team to map out user journeys and wireframes for the "My Claims" area of a new home insurance offering by JLP.

*Stakeholder Liaison, Responsive Dashboard Design, User journeys & Flows, Wireframe Design, Clickable Prototypes, Usability Testing, UI Design, Dev Ready Sketch*

## WHO AM I?

A versatile end-to-end UX/Product designer bringing a robust skill set and adaptability to excel in various digital projects across industries.

With a foundation in graphic design, I seamlessly blend aesthetics with UX strategy, ensuring a harmonious balance that contributes to the creation of both visually appealing and user-centric digital products.

My knowledge, skills, and confidence make me a valuable asset in any project environment.

## SENIOR UX/UI DESIGNER

### UI CENTRIC

CONTRACT - NOV 2020 > JAN 2021

DESIGN AGENCY

Agency side contract working with a cross functional team on diverse features and assets for digital deliverables in industries ranging from entertainment, e-commerce & Sport.

*Stakeholder/Client Liaison, Crossfunctional digital team, E-commerce, User journeys & Flows, Responsive Screen Design, Wireframe Design, Clickable Prototypes, Usability Testing, UI Design, Dev Ready Figma*

## SENIOR UX DESIGNER

### OGILVY HEALTH

CONTRACT - AUGUST 2020 > NOV 2021

HEALTHTECH // EDTECH // ECOMMERCE

Experience design for an erectile dysfunction drug. The solution came in the form of an educational aspect of the product where users could learn about the condition and risks. Call to actions would then take users to questionnaires that would qualify for purchasing either at a pharmacy or online.

*Stakeholder Liaison, E-commerce, User journeys & Flows, Responsive Screen Design, Wireframe Design*

## UX DESIGNER

### PLENTIFIC

CONTRACT - JUNE 2020 > AUGUST 2021

PROPTech // SEARCH & FILTER

Improving the search and filter user experience for a proptech application that connects property developers/managers with tradespeople.

The solution came in the form of enhancing what was originally an exhaustive list of results based on either a browse or search experience to now include filtering functionality based on intuitive taxonomies allowing users to refine the list based on their specific needs.

*Stakeholder/Client Liaison, Domain Research, User journeys & Flows, Wireframe Design, Clickable Prototypes, Usability Testing, Dev Ready Sketch*

## GRAPHIC/WEB/UX DESIGNER

### CONTAGIOUS CREATIVE

FREELANCE - 2007 > 2018

CREATIVE AGENCY// FREELANCE

As the founder of Contagious Creative, my digital freelancing venture, I collaborated with multiple digital agencies while independently managing clients, projects, and teams.

Notable deliverables encompassed Corporate ID & Branding, Graphic Design, comprehensive UX work (User Research, Personas, Sketching, Wireframes, Usability Testing & Prototyping), UI design, Web Development & Build, as well as Motion Graphics (Video & Animation) and Interactive 3D (VR) projects.

*Stakeholder/Client Liaison, Domain Research, User journeys & Flows, Wireframe Design, Clickable Prototypes, Usability Testing, Dev Ready Sketch*

## SENIOR DESIGNER

### WPP - XM LONDON

FREELANCE - 2007 > 2018

CREATIVE AGENCY// FREELANCE

My role as a designer at XM London (WPP group) gave me consistent exposure to working on large digital projects for blue chip brands and organisations such as: HSBC, International Bank of Qatar, Sony Ericsson, Save the Children and Direct Line Insurance.

*Client & Stakeholder liaison, Brainstorming Workshops, Information Architecture, Mockups, Wireframes, Production ready graphics, Developer Liaison, Testing.*