

— PROFILE

Senior Interaction Designer with more than a decade in design and seven years in UX, including four leading research-led, accessible journeys at Shelter and now co-running a product studio. I find the real problem behind the brief, then design the clear, accessible fix, with a strong focus on people: the people who use the services I design, and the people I work alongside to build them.

I'm motivated by understanding real human needs, listening carefully, and turning insight into thoughtful, well-crafted interactions that genuinely improve everyday experiences. I do my best work in collaborative, supportive teams that value empathy, care, and getting the fundamentals right for the people who rely on what we create.

— EXPERIENCE

Co-founder and UX/UI Designer

Syntaxa Studio · Digital product design and development

Jul 2026 – present

London · Remote

- Co-founded a design-and-development studio with developer partner Ana; I lead product strategy and UX/UI design on every engagement, from research through to build-ready interfaces.
- Delivered four live products in three months: ZenRoll (booking platform), NeonBoard (SaaS kanban), Zura (dental care coordination) and RC Bench (community marketplace), each with its own design system.
- Run an AI-assisted workflow, from competitive analysis and research synthesis through to high-fidelity UI and production-ready HTML, then walk the developer through each design so it is built as intended.

Senior Interaction Designer

Shelter UK · Housing and homelessness charity · B2C

May 2022 – May 2026

London · Hybrid

- Lead and mentor UX designers, supporting career growth, capability building and consistent quality through regular QA and alignment check-ins.
- Build accessibility and inclusive design into everyday practice, working to Shelter's accessibility guidelines, GOV.UK standards and WCAG across the full product lifecycle.
- Drive the development and evolution of Shelter's design system, defining clear principles, scalable patterns and practical guidance for designers and developers.
- Design and test intuitive, human-centred digital experiences across the donation and event platforms, using qualitative and quantitative research to inform decisions; organic search increased by 128%.
- Work closely with product, developers and senior stakeholders, facilitating workshops and co-creation sessions to align user needs with organisational goals.

Product Designer

Funeral Print Service · Information experience · B2C

Mar 2021 – May 2022

London · Remote

- Led UX research end to end, including user recruitment, interviews, workshops, prototyping, usability testing and clear stakeholder readouts; the evidence replaced an assumed online shop with an information-led MVP.
- Worked closely with the developer to turn insight into clear user flows for an emotionally sensitive, time-critical journey; early analytics after launch showed customer interaction up 96%.

— SKILLS

Research

- User journeys
- Competitive research
- User interviews
- Information architecture
- Heuristic analysis
- Usability testing
- A/B testing

Design

- Design systems
- Wireframing
- Prototyping
- Visual hierarchy
- Typography
- Colour theory
- Icon design (vector)
- Image manipulation
- Retouching
- Art direction
- Attention to detail

Soft

- Stakeholder management
- Leading and mentoring
- Presenting
- Storytelling

— EXPERIENCE CONTINUED

Product Designer

Sept 2019 – Mar 2021

Bike Stamford Brook · E-commerce · B2B & B2C

London

- Created the brand and led UX research activities, including A/B testing in collaboration with another UX designer, to validate and select wireframes for user testing.
- Defined the information architecture through card sorting, competitor benchmarking and user testing of low- to high-fidelity prototypes, producing a documented category and filter model for a 2,000+ product catalogue that had relied on search alone.

UX Designer

Apr 2019 – May 2019

The Beauty and The Taste · E-commerce · B2C

London

- Conducted user research within a team of four to identify and address drop-off issues across the homepage and product pages.
- Improved purchase flows and content clarity, increasing the sales pipeline by 45% and reducing product page abandonment by 24%.

Founder and Creative Director

Aug 2012 – Feb 2019

Astoundesign · Creative studio · B2B & B2C

London

- Founded and led a creative studio, owning client relationships end to end, from pitching and briefing through to delivery and long-term partnerships.
- Set creative direction and anticipated client and team needs, aligning strategy, design and delivery across disciplines.
- Built, led and mentored an interdisciplinary team of six, delivering high-quality digital and visual work to tight deadlines.
- Oversaw and contributed hands-on across branding, research, web design and digital marketing, leading multiple projects from ideation to completion.

E-commerce Sales Consultant (SaaS)

Jul 2011 – Aug 2012

Volusion · B2B

London

- Managed key e-commerce clients through complex, consultative sales cycles, building trust and facilitating design-led discussions with internal creative teams.
- Validated website solutions through user testing and delivered tailored recommendations, driving an average 30% month-on-month growth with start-ups, SMEs and enterprise clients including Toni & Guy and Deloitte.

— EDUCATION

General Assembly, London

Feb 2019 – May 2019 · UX Design Immersive · Graduated

Completed the User Experience Design Immersive, gaining a solid foundation in UX principles, research, interaction design and usability testing through hands-on projects.

Nottingham Trent University

Sept 1996 – Sept 1998 · HND Photography and Digital Imaging · Merit

A strong grounding in visual communication, composition and digital craft.

— TOOLS

Figma Miro

AI design and research tools

Jira Slack Userlytics

Adobe CC Sketch

Keynote MS Office

— INTERESTS

RC car building and customisation, including social content creation

Photography

Hands-on making and craft

Travel

Live music and live events

— PORTFOLIO

Case studies, live product links and the full design process at vikuxdesigner.com.