


Due to the nature of my work I can't share detailed work online. However, here's a brief overview of the types of projects and industries I've been fortunate to work in



EXPLORING THE FUTURE OF HOME ROBOTICS IN 2025

Research

Future casting

Concept Development

CREATING TOOLS TO **STANDARDISE & OPTIMISE** NIKES BRAND EXECUTIONS

Research

Prototyping

UX/UI

Mobile



A wide-angle landscape photograph capturing a serene sunset scene. The sun is a bright, glowing orb positioned low on the horizon, casting a warm, orange and yellow light across the sky and the distant, hazy mountains. In the foreground, a rugged, rocky hillside is dotted with dark evergreen trees. A paved road with a white line runs along the base of the rocks, leading towards a large, multi-arched concrete bridge that spans a deep valley. The bridge is silhouetted against the lighter sky. The overall atmosphere is peaceful and majestic, with a color palette dominated by the soft tones of dusk and the deep blues and greens of the landscape.

REIMAGINING THE **CAR LEASING** JOURNEY

Service Design

Project Pitching

Marketing

DESIGNING COMPETITIVE EXPERIENCES FOR IN-HOME FITNESS EQUIPMENT

Research

User Experience

UX/UI



CREATING EMOTIONAL CONNECTIONS THROUGH STORYTELLING

Storytelling

Social Media

Creative Direction

Editing



RESEARCHING AND EXPLORING BARRIERS TO HOME COOKING

Research

Concept development

Prototyping





SIMPLIFYING CABIN CREW CONTROL SYSTEMS

Information Architecture

UX/UI

Prototyping