

Experience

Jul 2024 - Present

Staff Product Designer | Caesars Entertainment

- Leading UX strategy across content discovery and live product engagement, owning problems end-to-end from user research through to shipped solutions.
- Restructured how thousands of markets are navigated and displayed across key pages, making it easier for users to find, compare, and act on relevant content in a single session. Within 30 days: bet additions up +29.62% on sport pages and +12.05% on competition pages; bets per customer up 3.5% YoY; median time to first action down from 80s to 70s.
- Introduced new in-play product types tied to real-time match moments. Redesigned interaction patterns to reduce friction and improve the speed and reliability during live events.
- Led a full-scale visual refresh, evolving colour systems, hierarchy, and team branding into a scalable design language.

Feb 2022 - Jul 2024

Principal Designer (Founding) | BetDEX Labs

- Led end-to-end design of a licensed, decentralised prediction market exchange from concept to live across web and mobile, built on Solana.
- Bridged complex blockchain mechanics with intuitive user experiences, achieving product market fit across regulated sports and non-sports prediction markets.
- Designed and scaled the DUX design system, enabling rapid iteration across product, growth, and brand work-streams.
- Platform live in 100+ countries, 8.5M+ trades executed, ~\$500K average monthly handle, and ~\$1K average weekly stake per user.

Apr 2021 - Feb 2022

Lead Product Designer | Fastmarkets

- Led design of a unified data and news dashboard, consolidating pricing and insights from six acquired brands into a single web and native experience.
- Established discovery research and design system foundations as the company's first in-house designer, launching its first iOS and Android applications.
- Drove a 30% increase in subscriptions post-launch through improved customisation, data workflows, and an integrated Excel plug-in.

Oct 2018 - Apr 2021

Product Design Manager | FanDuel

- Led design of FanDuel's digital and retail sportsbook from inception through national scale, expanding from 2 to 23+ US states and contributing to 50%+ US market share and a 4.9 App Store rating.
- Played a central role in shaping the sportsbook's core UX and design systems as it became America's #1 sportsbook.
- Drove a 26% YoY increase in in-store betting volume through the design of self-service betting terminals and large-format retail digital displays.
- Managed and mentored a cross-functional team of designers and researchers while remaining hands-on across complex, high-impact product work.

Aug 2014 - Oct 2018

Senior UX Designer (Consultant) | Scott Logic

- Delivered user-centred digital products across finance, energy, and healthcare for clients including Morgan Stanley, RBS, Close Brothers, NEX, and SEB

Education

2010 - 2014

B.S.c (Hons) Ergonomics & Human Factors Design | Loughborough University