



Adaptable collaborator | Improving usability for major brand apps | Leveraging interface skills | Reducing user's steps & scrolling | Increasing overall accessibility for better conversations | WCAG 2.1 & WCAG 2.2 standards

Courses

UX Research

University of Michigan, USA 02/2026 - Present

Data Science

IBM: International Business Machines, USA 08/2025

Education

Coding, UI & UX Design

UX Design Institute, Ireland 11/2022

Portfolio

[Website](#)

Skills

Miro	Figma	Empathy	Analytics
Wireframes	Prototypes	Testing	Design Systems

Work Experience

Voluntary Freelance

London, 04/2025 - Present

- **UX/UI Designer | Louis Vuitton Mobile App**
 - 66% decreased amount of screens between A to B screens
 - 50% reduction in call-to-action clicks
 - Resulting in a faster shopping experience
- **UX/UI Designer | Puma Mobile App**
 - Improving the overall layout for better brand awareness
 - Increasing access with navigational arrows
 - 30% decrease of screen scrolling
- **UX/UI Designer | H&M Mobile App**
 - 12% increase to accessible expanded options
 - Adjustments to text for a more user-centric focus
 - 50% increase in easier access to call-to-actions
- **UX/UI Designer | Formula 1 Mobile App**
 - Adjusted the score boards picture proximities
 - Streamlining the visual designs on the standings list
 - 50% increase to additional information