

## Curriculum Vitae

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### Qualifications:

2000-2002: BSc HONS Chemistry (Pharmaceutical) 2:1 at DeMontfort University Leicester.

### Previous Work Experience:

*April 2015 - Current*

UX Designer and Axure Prototyper at Ptype UX Agency

Working on end to end projects through the full UX cycle.

- Requirements (Goals & User Stories)
- Competition (Research & Analysis)
- User Research (Personas, Scenarios & Journey Map)
- Content (Analysis & Mapping)
- Structure (Information Architecture, Sitemap & Flow Diagrams)
- Interaction Design (Prototypes & Wireframes)
- User Testing (Validation & Analysis)
- Completion (Visual Design, Documentation & Specs, Front End Development)

Main software used: Axure, InDesign, Illustrator & Photoshop

Additional skills: HTML, CSS, JQuery, Javascript, Responsive Design

*January 2013 – Current*

Freelance Ecommerce Consultant/Developer

Hands on consultant working within SME business to develop & grow.

- Inventory management
- Sales management
- Pay per click management
- Web Design including eBay design
- Search engine optimisation
- eBay business management
- Website content and maintenance
- Web development
- E-commerce implementation, advice and strategy
- Third party tool implementation for multichannel trade
- Project co-ordination and management (including design and solution development)
- Recruitment and trade fairs
- Project development

- Event organisation and delivery
- Business support and administration
- E-commerce training online and in person
- UX/UI
- International expansion

*December 2009 – October 2014*

UK Operations Manager for Createyourtemplate and Widshop

<http://www.createyourtemplate.co.uk> and <http://www.widshop.com>

Responsible for project planning, eBay design/website implementation and coding. Key responsibilities:

- Customer Account Management
- Running UK business and office
- Acquiring new business and contracts
- Business development
- HTML/CSS/ASP.net based web design and eBay specific design
- Internet marketing/SEO
- Networking/Building relationships with partners
- Design planning and concept management
- e-Business support and advice
- Developing new solutions for store systems
- Marketplace/Third party integration into client business

*January 2009 – December 2009*

Technical Assistant at ASWAS.com

During my time with ASWAS I coded and integrated eBay designs and store systems, as well as dealing with clients. Duties included:

- Rewriting client selling policies
- eBay store and template coding and integration
- Inventory management
- Webstore coding and integration
- Client support

*October 2008 – December 2009*

Technical Manager at UKSportswarehouse

Responsible for all retail operations for UKSportswarehouse, from their retail website to their eBay shop and wholesale site. In this role I have improved their customer service, back end processes and developed two functional e-commerce websites.

Duties included:

- Customer service
- Human resources
- Accounts/PAYE/Employee contracts

- Business development
- HTML/CSS/ASP.net based web design
- Internet marketing/SEO
- Product sourcing and verifying suppliers
- Managing suppliers/payments/debt management
- Social Media Optimisation
- Health and safety/Fire safety/Building regulations

*December 2007- October 2014*

UK Operations Manager at Createyourtemplate.com

My responsibility in this role is to raise awareness in the UK market using various online marketing techniques and undertaking ebay design project management for our UK based clients. This role includes conversion of the sale from lead and following through to the completion of the project advising the client on the functionality and structure best for their product type.

At createyourtemplate we don't just design your eBay shop, we give you a unique face on eBay. We add in the relevant functionality for your product type, improving the shopping experience. We look at the marketing aspects of your design, to help maximise customer conversions. We provide business strategic advice, support and training on our designs as we want to supply a functional base for your product to increase sales. Plus our designs are cracking!

*December 2007 – December 2009*

Keirotech – eBay and E-Business Management

Functional technology and marketing for real businesses.

Tasks Included:

- Inventory Management
- Full eBay/E-commerce Management
- eBay training and Consultancy
- Online Marketing
- Design and Website Project Management
- Search Engine Optimisation
- Business Blogging
- eBay Automation Tool Implementation
- E-commerce Implementation, Advice and Strategy

*May 2000 - June 2012*

*Hairfreax - Online alternative fashion & beauty retailer*

Proprietor of small independent fashion & beauty ecommerce business selling on eBay & through own website.

*January 2008 – December 2008*

Learning and Development Administrator/ICT Project Manager for Edmund Nuttall

I am currently managing the second stage development of an on-line review system as well as aiding in the development of new training materials. I am the first line support for the business providing comprehensive user guides and IT system support to all staff.

I am also designing and project managing a desktop based assessment system for potential NVQ candidates using the key skills/functional skills frameworks.

*June 2005- December 2007*

E-commerce Consultant at Frooition May 2007 – December 2007

In my second position within Frooition I was responsible for managing and implementing search engine optimisation and affiliate techniques for Frooition customers. I was also part of the Managed service team which collectively sells on-line on behalf of larger corporate clients.

This role included:

- Data handling
- Managing customer relationships from the buyer all the way up to senior management within the client company
- Managing online marketplace listing strategy
- Implementing search and marketing techniques to an E-commerce Website
- Managing stock control and invoicing for the client
- Managing customer relationships on behalf of the client
- Strategic sales analysis and reporting

*Account Manager at Frooition June 2005-May 2007*

I was responsible for the implementation and training of small and medium businesses on a web based online auction management system provided by ChannelAdvisor. I followed a 30 day implementation period method consisting of on site training with follow up phone and email support. After this time frame the clients go live on a variety of online marketplaces including eBay, Amazon and various shopping comparison feeds. In this job role I also deal with managed service corporate clients where I ran their online business which included reporting, inventory management and customer service. I also provided data for accounting purposes. Every client has a different specification around a main framework which is agreed at the sales stage, so I have experience of a wide variety of clients and online business set ups. I also use online CRM software which co-ordinates support and sales aspects of the clients individual needs. I am also a certified eBay consultant.

The skills I obtained in the role include:

- Conducting strategic meetings with company managers, employees and CEO's.
- Providing online business management advice as well as advice on business procedures, accounts management and shipping.
- Various Internet Marketing techniques such as site mapping, affiliate schemes, link exchanges, keyword optimization and site specific advertisement.
- Business Blogging and Blogging Software (external tool integration and code editing)

*February 2005-April 2005*

Information Scientist, for the Network Management Team. Severn Trent Water, Tettenhall. I worked with pressure management data, for the extensive network of water distribution lines within the west area. Taking information from dossiers, out of date systems and electronic schematics to identify the data needed to bring the west area information in-line with the east area database format.

*June 2003- December 2004*

Working as a Technical Scientist for Genzyme Haverhill, on the Sevelamer Carbonate Team. The team was running large scale synthesis through the manufacturing pilot plant, and carrying out in-process analysis that involved using set validated tests to evaluate the suitability of the product for use in clinical trials. My main duties were process development, process analysis and running small independent studies to optimise the process. I have worked to GMP and had experience of TGA-MS, particle sizing, moisture analysis, polymer synthesis on a small and larger scale as well as plant operation.

*December 2002 to May 2003*

Information Scientist for the Database Management Team, GlaxoSmithKline, Harlow. The team constructed a database of reactions and conditions from previous work done at various sites. The work involved Isis Draw and various company databases.

*June 2001 to November 2002*

Educational Partnerships, Marketing and UK Recruitment Support and Computer Sciences and Engineering Admissions at DeMontfort University Leicester.

I worked within the University for a year mainly in promotion and recruitment. This included participating in many Government projects such as AIM HIGHER and making opportunities conferences aimed at schools and colleges with low university attendance. I was also a student advisor for the clearing period for the university as a whole and the computer sciences and engineering faculty, in which I was also an admissions assistant. My main duties as an admissions assistant included processing UCAS forms, making decisions on potential students, admissions interviews, open days and faculty staff training for open days and student events. The job also involved giving course advice to home and international students.

*October 2001-June 2002*

Key Skills mentor for Information Technology, Leicester College. My main duties were to introduce and train drama and arts students (16-18) in basic IT skills using the following packages: MS WORD, EXCEL, POWERPOINT and ACCESS.

*December 1996-September 2000*

Pharmacy Assistant and Technician for Vantage Chemists Wall Heath.

My main duties were to provide over the counter assistance, advice and supporting the pharmacist on duty with filling prescriptions for local residence and care homes.

### **Hobbies & Interests:**

I run and take part in many Japanese culture related events locally & nationally. I have worked with the Japan Embassy on Japan Matsuri as well as been the secretary for the Birmingham Japan society. I am an experienced kimono dresser and hold demonstrations all over the country. I study Japanese and run the Birmingham Japanese conservation group.

I am a trained & insured nail technician and love building my skills in complex nail art. I am also a Japanese fashion stylist.