



Hello, I'm Sophie.

I'm a designer specialising in Digital Design with over 6 years of experience across finance, insurance and agency environments. I love bridging the gap between high level product strategy, complex business requirements and pixel-perfect execution. Scaling efficiencies, design systems and leading cross-functional teams to deliver user-centric solutions and advocate for the importance of design culture.

Core competencies

Leadership: Design mentorship, stakeholder management & product strategy

Design: Atomic multi-brand design systems, rapid prototyping, responsive design, comprehensive user journeys and mapping

Technical toolkit: Figma (Expert), Adobe Creative Suite, Design Tokens, Accessibility (WCAG), A/B testing

Experience

Design Lead at AXA UK, London

June 2025 - Present

Driving the overarching design strategy for the partnerships team for multiple brands and products ensuring design consistency and efficiencies and partner brand standards across the portfolio. Acting as the primary design advocate in a high-level internal and external stakeholder meetings to align visual direction with commercial KPI's and company OKRs.

Senior UI Designer at AXA UK, London

September 2023 - June 2025

Promoted to Senior level to oversee the evolution of the new brand and workflow improving designer-to-developer hand off efficiency. Applied strategic thinking to solve friction points in the purchase and online servicing journeys. Driving design culture within AXA to promote streamlined ways of working and delivery which supported securing a large partnership contract with Lloyds Banking Group.

UI Designer at AXA UK, London

July 2022 - September 2023

Collaborated across a multi-functional team to launch a new challenger brand under the AXA umbrella with a digital CX first approach. Redesigned existing journeys with a new user focus that have since been used to launch further partnerships, with other AXA brands in suit to follow. Created and developed the new brands Design System ensuring build scalability and WCAG accessibility compliance.

Designer at Equator, Glasgow

February 2020 - August 2022

Delivered end to end creative solutions for a diverse range of clients in a face paced environment. Worked across brand identity, digital cmagapins, web and app interfaces and design systems balancing multiple deadlines simultaneously. Assisted in pitch process by creating compelling visuals and prototypes for prospective clients

Worked with



FIFA

embark²
platform

MOJA

HCA



COVENT
GARDEN

Education

First Class BSc (Hons) in Product Design & Innovation

2013-2017

at University of Strathclyde, Glasgow