

Summary

I design services where the stakes are high and the process is complicated: legal claims, evidence uploads, bank approvals. At CEL Solicitors I'm the only UX designer on an eight-person team, and I set the UX direction with one senior stakeholder for sign-off. I've also mentored junior designers along the way.

Experience

Lead UX Designer · CEL Solicitors

Nov 2023 – Present · Liverpool

- Own UX across the claims journey, from ad landing pages to the claim form, evidence portal and help centre.
- Audited every service page against one checklist, found the same problems repeating, and fixed them once across the whole site. [Case study](#)
- Run the A/B testing programme on key service pages.
- Redesigned the client evidence portal after case handler feedback, from making the case for it through to developer handoff. [Case study](#)
- Leading the V2 redesign of the client help centre, now in development.
- Work with developers to build WCAG 2.1 standards into service pages.

Senior UX Designer · Freelance

Dec 2021 – Nov 2023 · Remote

- Research, UX strategy and UI for SaaS and e-commerce clients.
- Accessibility and responsive improvements that lifted usability success rates by 20%.
- SEO-led UX changes that grew organic traffic.

UX Designer · Esoko

May 2018 – Sept 2020 · Accra

- Worked in the engineering team with engineers and product managers, reporting to the engineering manager.
- Designed a multi-platform redesign in Agile sprints.
- Built and maintained the team's design system.
- Ran usability testing that shaped feature rollouts.

Freelance contract · Universal Merchant Bank

2019 · Accra

- Designed a digital approval system to replace the bank's paper forms, working with one developer.

[Case study](#)

Senior Web Designer · Hubtel

Feb 2016 – Mar 2018 · Accra

- Worked in the product team alongside product owners.
- Designed mobile-first interfaces for high-traffic consumer web apps.
- Created personas, journey maps and wireframes for new features.

Earlier: web design for an agency and my own clients in Accra, before moving into product teams.

Selected work

One claims journey for every service page

CEL Solicitors

[View case study](#)

A mobile-first portal for fraud evidence

CEL Solicitors

[View case study](#)

Moving a bank's approvals off paper

Universal Merchant Bank

[View case study](#)

Skills

Research	Usability testing, heuristic evaluation, stakeholder interviews, journey mapping, GA4 funnel analysis
Design	User flows, wireframes, prototyping, UI design, design systems, UX writing
Accessibility	WCAG 2.1, inclusive design
Ways of working	A/B testing, Agile, developer handover, mentoring
Tools	Figma, GA4, Microsoft Clarity, Claude