

## Contact

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Portfolio  
[www.galsy.co.uk](http://www.galsy.co.uk)

## Experience

### Senior Product Designer (Contract)

Nov 2024 – Jun 2026 / Betty / London

Designing end-to-end experiences for Betty's mobile apps, from initial research and user flows through to prototypes, final interfaces and development handover.

- Led the design of key mobile projects, including Identity and biometric authentication.
- Contributed to the design system by creating reusable components and patterns.

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### Head of UI/UX

2012 – Sept 2024 / Ayima / London

Leading the design for both client projects and the development of Ayima's internal tools and SaaS products.

- Helped grow a fundraising idea for Macmillan from brief to over £2m in donations
- Designed Ayima community tools which grew to an audience of over 400,000
- Redesigned Beryl's site & shopify platform leading to a 49% increase in conversion rate
- Designing Ayima's B2B proprietary tools, leading to a 96% adoption rate
- Leading projects for: Worldpay, Adecco, B&Q, Bwin & Wolters Kluwer

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### Founder / Creative Director

2008 – 2012 / Design Buzz / London

I founded and grew a small digital design agency in London, scaling it from a one-person operation with a single client to a team of seven professionals.

- Leading the design of Wasabi site and their first delivery experience
- Winning business for: Betfair, Bwin, Verizon & NBC Universal

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### Senior Interface Designer

2007 – 2008 / IG Group / London

As part of a cross-functional design team, I took the lead on developing the IG Index spread betting platform, applying my expertise to enhance user experience and functionality.

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### Senior Interactive Designer

2005 – 2007 / PartyGaming (Now Entain) / London

I ran a small team of designers working on a range of areas including websites, marketing material and the Party Poker / Party casino platform.

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### Web Designer

1999 – 2005 / Wheel (Now part of Digitas) / London

I started out as a junior web designer and eventually got promoted to web designer. I worked in a large studio with various clients, with Marks & Spencer being my main client during that time.