

# Indigo Goss

## UX and Innovation

### Contact

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### Profile

An innovator, with an entrepreneurial drive and determination to create sleek and seamless products, delivering a positive user experience and business outcome. From a career which encompasses the world of ecommerce, fashion and design, to founding a primordial health and wellness start-up. Indigo's aptitude for innovation and solving problems in an agile environment, whilst applying the Goldilocks Effect to create beautiful products that drive companies forward.

### Technical Proficiencies

XD / Figma / Sketch

Illustrator / Indesign / Photoshop

HTML / CSS / Flutter

Capture One

### Work Experience

#### **Saku Mind** - Health and Wellbeing App (2020 - Current)

- Co-Founder and Lead Product Designer.
- End to end development using innovation, UX Research and UI Design
- Working in an agile environment.
- Developed customer journeys, service maps and identified target markets.
- Researched human centric innovations, and science backed data.
- Oversaw and collaborate on all branding from start to finish.
- Rapid design prototyping for all stages (Prototype / MVP / Phase One)
- Designed in an inclusive and accessible way, creating UI kits and components.
- Collaborated with the team across six time zones.
- Pitched ideas to members of the UN, UK government and investors worldwide.
- Winner of Covid 19 Hackathon to develop the Saku Mind app.

#### **Natural x Lab** - Sustainable Multi Brand Store (2018 - 2020)

- Founder.
- UX/UI design and rapid prototyping for responsive IOS and Web design.
- Responsible for managing creative, trade and tech teams to ensure timely delivery.
- Examined customer profiles to identify customers' needs and wants.
- Set out multichannel roadmaps to be brand-specific across all channels.
- Analysed data from platforms (Google, Facebook, Instagram, Shopify)
- Reviewed and enhanced workflow processes to increase efficiency and troubleshoot issues.
- Responsible for the creative concept development on the website.
- Developed branding to drive traffic to site with CTA Points to maximise ROI/profits.

### Skills

Problem Solving

Inovation

Self Motivated

Inquistive

Users Empathy

Wireframing and Prototyping

Collaborative Working

Copy Writing

Critical Thinking

Project Management

Strategic Mindset

## Extra

Won the COVID 19 Hackathon which was endorsed by the UN and UK Government as Team Leader.

Founder of Natural x Lab a profitable company now for sale, with 2 prospective buyers.

Co-Founder of Saku Mind a VC and investment backed company.

## Education

UX Design - Design Lab (2020 - 2021)

Fashion Design - Diploma (2003 -2006)

### **Suitcase Magazine** - Fashion and Travel Magazine (2018 - 2020)

- Contributing Fashion Editor.
- Developed and monitored production schedules in sync with the creative calendars.
- Managed shoot spends, including booking fees.
- Took ownership of the end to end still shoot production process - including scheduling, workflow and budgets.
- Oversaw image checks, crediting, picture quality, for online and offline formats in line with copyright legislation.
- Cultivated and maintained relationships with creative teams to maximise talent, and the smooth running of production.

### **Freelance Art Director** - Era Management (2015 - 2019)

- Still and Video / Art Director and Fashion Stylist.
- Joint-led meetings with Global Brand Directors to ensure full project visibility and alignment across worldwide departments, while simultaneously working on campaigns.
- Liaised with clients at all times, keeping them up to date on progress.
- Project managed teams, assigned roles and managed workflow from start to finish.
- Managed shoot spends for fashion styling budgets and expenses.

## Interests

Technology / Design / Stocks / Crypto's / Fashion / Interiors / Sustainability /Surfing