

Senior Product Designer | AI & Digital Products

London, United Kingdom

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Senior Product Designer with 7+ years' experience designing user-centred digital products across fintech, SaaS, e-commerce, legal, education, automotive, and marketing. Experienced in AI-powered product experiences, AI-assisted prototyping, end-to-end product design, and scalable design systems. Combines UX, product strategy, and emerging AI technologies to turn complex problems into intuitive, commercially valuable products.

CORE SKILLS

AI & Emerging Technology

AI Product Design · AI-Powered UX · Conversational Interfaces · AI Prototyping · AI-Assisted Development · Cursor

Product & UX

Product Design · UX/UI · User Research · User-Centred Design · Wireframing · Prototyping · Usability Testing · Product Strategy

Systems & Delivery

Design Systems · Figma · Accessibility (WCAG) · Agile · Scrum · Kanban · Stakeholder Management · Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Autone - London, UK

Product Designer (Contract) | Feb 2026 – May 2026

- Used Cursor and AI-assisted development to rapidly prototype interactive product concepts, enabling faster iteration and more realistic validation with stakeholders, founders, and clients.
- Led UX research and UI design across the Autone platform, improving usability and aligning product experiences with stakeholder and client needs.
- Conducted user interviews, workflow analysis, and usability testing to inform product decisions and validate solutions.
- Maintained and expanded the company's Figma design system, ensuring consistency and scalability across the platform.
- Introduced Git and Cursor workflows to cross-functional team members, helping bridge design and product development.

Supplement Factory - Ashford, Kent, UK

AI Developer / Product Designer (Contract) | Nov 2024 – Dec 2025

- Designed and implemented an AI-powered customer support experience using internal business data, translating complex information into a conversational user experience.
- Led end-to-end UX/UI redesign of the customer journey, improving usability and clarity across the product portal.
- Conducted a full UX audit and translated findings into prioritised recommendations adopted by stakeholders.
- Built and maintained a UX research repository to centralise insights and inform product decisions.
- Collaborated closely with engineering using Cursor IDE and agile delivery practices.

Shopper Media Group - London, UK

Lead UX Architect / Product Designer (Fixed-term Contract) | Sep 2024 – Apr 2025

- Led UX/UI design within a cross-functional product squad from discovery to release.
- Acted as the design authority between stakeholders, product managers, and engineers.
- Defined and maintained a **scalable design system in Figma**, improving development speed and UI consistency.
- Facilitated workshops, journey mapping, and prototyping sessions to align user and business needs.

Thredd - London, UK

Senior Product Designer (Permanent) | Aug 2022 – Jun 2024

- Owned end-to-end product design for a complex **fintech payments platform**.
- Translated technical payment workflows into intuitive, user-centred experiences.
- Built and scaled a Figma design system adopted across multiple product teams.
- Conducted user interviews, usability testing, and persona development to validate solutions.
- Partnered with product and engineering on MVP definition, iteration, and roadmap planning.
- Delivered responsive, accessible designs aligned with WCAG standards.

Good e-Learning - London, UK

UX/UI Designer (Permanent) | Mar 2021 – Jul 2022

- Designed responsive UX/UI for online learning platforms, improving engagement and completion rates.
- Collaborated with product managers to prioritise features based on analytics and user feedback.
- Produced wireframes, prototypes, and design documentation for engineering teams.
- Created and maintained the core design system in Figma.

Knobin Digital - Sydney, Australia

Head of Design (Freelance Contract) | Aug 2020 – Oct 2020

- Led UX and UI strategy across multiple client projects.
- Established scalable design systems and component libraries.
- Ensured consistent, user-centred design across brands and platforms.

DiDi - Sydney, Australia

Senior Digital Designer / UX/UI (Freelance Contract) | Feb 2020 – Jul 2020

- Designed UX/UI for key web and mobile features used by global audiences.
- Ran usability testing, A/B experiments, and analytics reviews.
- Delivered mobile-first, responsive interfaces aligned with brand guidelines.

Law Business Research - London, UK

Web Designer / UX/UI (Permanent) | Jan 2018 – Aug 2019

- Designed and maintained responsive websites for legal and publishing platforms.
- Created user flows, wireframes, and high-fidelity UI designs.
- Worked with HTML5, CSS, LESS, and jQuery in collaboration with developers.

GForces - Kent, UK

Web Designer & Developer (Permanent) | May 2017 – Jan 2018

- Designed and developed responsive automotive websites for global clients.
- Optimised landing pages and lead-generation journeys to improve conversion.
- Ensured usability, accessibility, and brand consistency across markets.

Dealchecker.co.uk — London, UK

Frontend Developer & Designer (Permanent) | Jun 2015 – Oct 2016

- Built responsive UI components using HTML5, CSS3, JavaScript, and React.
- Collaborated with UX and marketing teams to optimise user journeys and conversion funnels.
- HTML5, CSS3, JavaScript, and React, ensuring cross-platform compatibility and accessibility.

EDUCATION

University of Kent — Bachelor of Digital Arts & Multimedia (First Class) | 2013 – 2017

APM Project Management Qualification (SCQF Level 6) — In Progress (2026)

Certifications: Google UX Design Certificate · Google Analytics Certificate