



I design to make the complex feel simple, the useful feel intuitive, and the impact feel real.

Senior Product Designer with 15+ years' experience creating scalable, intuitive digital products in fast-paced tech environments. I bring a strong product mindset, deep design systems expertise, and a collaborative, research-led approach. Most recently at Veygo, I've led impactful work across complex domains like fintech, where clarity and usability drive results.

Experience

Veygo - Senior Product Designer
May 2022 - Present

- Results - Led the implementation of a **continuous discovery framework** and conducted qualitative research for our cross-functional team. This resulted in incremental **uplifts in new business conversion** and **average written premium**, contributing to improved customer satisfaction scores (CSAT).
- CRO - Analysed and implemented a new **A/B testing** and feature management platform (Optimizely), transforming how we report and visualise product metrics to enable data-driven decision-making.
- Data - Collaborated closely with the data and pricing teams to **extract insights from quantitative customer data**. These insights informed design decisions, enhanced test plans, and aligned product strategies with measurable outcomes.
- Strategy - **Developed and implemented prioritisation processes** to help the team focus on high-impact work. Utilising Azure DevOps to ensure alignment and seamless collaboration with engineering.
- Design system - Provided consultation and governance for Veygo's **design system**, ensuring it **scales effectively** alongside business growth while maintaining consistency and usability across products.
- Behavioural Data Analysis - Introduced **Amplitude** and guided the adoption to analyse customer behaviour, enabling all cross-functional teams and external stakeholders to identify opportunities for improvement and innovation.
- Managed and mentored junior product designers on qualitative research methods, creating a culture of continuous discovery.

Digitonomy - Lead UX Designer
Apr 2017 - May 2022

- Little loans - website redesign and overhaul of customer journey based on thorough qualitative and quantitative research led by myself, resulting in an overall conversion rate uplift of 10% across all channels.
- Business Comparison - complete rebranding of overall look and feel of digital channels - plus every channel journey optimised to increase lead-generation conversions by 15% overall.
- thimbl. credit card - new branding, credit card design and website customer journey flow.
- Uplift Money - Designed a new **app proposition**, cohesive branding, and optimised customer journeys for Uplift Money, enabling users to analyse their income and expenditure to access affordable credit through a seamless and intuitive experience.

WM Reply - Web Designer
Jan 2015 - Apr 2017

- Designed UI/UX for SharePoint Intranet sites for leading European brands, including Diageo, British Gas, JD Sports, and Burberry, creating user-friendly and visually engaging digital experiences tailored to each client's needs.
- Operated in a client-facing role, conducting user research, facilitating workshops, and gathering requirements to ensure the design aligned with business goals and user expectations.
- Collaborated with key stakeholders at client headquarters, including CEOs and senior leaders like Sir Ivan Menezes (CEO, Diageo), creating strong relationships and ensuring alignment on deliverables.
- Leveraged user research insights to create tailored, high-impact designs that improved usability, employee engagement, and overall satisfaction with intranet platforms.
- Organised and supported employee engagement initiatives within WM Reply, including client event planning and experience for Microsoft partners, strengthening relationships and enhancing team collaboration.

Creative Play - Creative Designer
Jan 2014 - Jan 2015

NWN Media - Graphic Designer
Jan 2010 - Jan 2014

What I get up to

Extreme Sports

Bungee jumping, skydiving, surfing, wake boarding - and I'm up for doing anything.

Rifle shooting

Currently I'm a member of a rifle shooting club, don't worry - targets only.

CrossFit

I have been a member of a CrossFit gym for around 12 months now and loving the variety of movements as well as a super friendly community.

Trail running & Challenges

This year I've completed the National 3 Peaks challenge in 24 hours, and the Fan Dance.

Tools I use