

JAMIE WYNN

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Product Designer with 10+ years’ experience designing internal platforms, operational tooling, AI-powered workflows and customer experiences across fintech, technology and eCommerce. Experienced in complex systems design, information-dense interfaces, workflow optimisation and design systems, translating operational and technical requirements into scalable product solutions.

CORE SKILLS

PRODUCT

- Product design
- Interaction design
- Rapid prototyping
- Information architecture

AI & SYSTEMS

- AI Product design
- Design systems
- Conversational design
- Prompt design

LEADERSHIP

- Workshop facilitation
- Stakeholder management
- Cross-functional Collaboration
- Design critiques

EXPERIENCE

ANNA MONEY

Product Designer
2022 - Present

Designing internal tooling and operational experiences supporting customer service teams across ANNA’s fintech platform.

Key contributions

- Redesigned complex support workflows spanning multiple user states, routing rules, operational edge cases and backend processes to improve efficiency, reduce friction and increase resolution outcomes.
- Designed AI-assisted support tools combining customer data, account information, operational actions and workflow guidance into information-dense interfaces that reduced cognitive load and accelerated issue resolution.
- Introduced skill-based routing and workflow improvements to better match customer queries with specialist support, increasing one-touch resolution.
- Designed data-rich dispute-management systems supporting complex investigations, decision-making processes and operational workflows across multiple user states and case types.
- Facilitated workshops and design sprints with internal tooling and customer support teams to uncover operational pain points and translate insights into product opportunities.
- Collaborated daily with Engineers and Product Managers to define requirements, refine technical solutions, and ensure operational tooling was feasible, scalable and effective for customer support teams.
- Contributed to the evolution of ANNA’s design system and championed consistent design practices across Product, CX and Engineering teams.

DYSON

Experience Designer
(Contract)
2021 – 2022

Designed digital experiences supporting the launch and ownership of Dyson consumer products.

Key contributions

- Designed customer-facing digital experiences across multiple stages of the product journey.
- Used customer research, usability testing and behavioural insights to inform design decisions across new web pages and touch points.
- Collaborated closely with brand, marketing and product teams to deliver cohesive omni-channel experiences.
- Created experience concepts and prototypes supporting new product launches and engagement initiatives.

DO DIGITAL AGENCY

Head of Creative
2020 – 2021

Led multidisciplinary creative and experience design projects for clients across eCommerce and digital services.

Key contributions

- Directed projects from discovery through delivery, collaborating with clients, account teams and technical specialists.
- Facilitated workshops and discovery activities to define customer needs and business objectives.
- Designed customer journeys, workflows and digital experiences across eCommerce and interactive platforms.
- Mentored designers and helped establish design approaches and quality standards across projects.

BLUE HORIZONS

Senior Designer
2019 – 2020

Key contributions

- Lead design delivery across Ecommerce and brand experience projects.
- Designed customer-focused digital experiences built on Shopify.
- Collaborated with marketing teams to improve acquisition and engagement journeys.

ENDSLEIGH

Creative Lead
2017 – 2019

Key contributions

- Led creative design initiatives across B2B and B2C channels.
- Applied customer journey thinking to improve campaign effectiveness and digital experiences.
- Supported a major brand refresh and development of customer-facing communications.

CONNECT GROUP

Creative Designer
(Contract)
2016 – 2017

Key contributions

- Produced marketing and communication materials across print and digital channels.
- Developed concepts and assets supporting multiple national brands.

ADDITIONAL EXPERIENCE

THE AGENCY	Graphic Designer	2015 - 2016
THE DESIGN HUB	Graphic Designer	2014 - 2015
ROYAL BANK OF SCOTLAND	Various roles	2008 - 2013

EDUCATION

BA (Hons) Graphic Design
Plymouth Arts University

National Diploma in Art & Design
SGS Filton College

CERTIFICATIONS

Accessibility for UX Designers
Hassall Inclusion (2026)

Digital User Experience
FutureLearn (2021)

