

JAMIE WYNN

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Lead Product Designer with 10 years’ experience designing digital products and services across fintech, consumer technology and eCommerce.

For the last 4.5 years at ANNA Money, I’ve led design across Customer Operations, specialising in complex operational products and internal tooling. I’ve designed workflows bringing together customer data, business rules, backend processes and operational actions, working closely with Product, Engineering and Customer Experience to shape product direction and deliver scalable experiences. My work spans customer support, dispute management, routing and AI-assisted tools.

I’m particularly interested in products where complexity is unavoidable — turning dense information, complicated workflows and edge cases into clear, usable experiences. I bring a strong focus on systems thinking, interaction design and design quality, alongside experience owning design direction and evolving design systems.

Recent experience

ANNA MONEY

Lead Product Designer
2022 - Present

- Led design across the Customer Operations area, acting as the primary design point of contact for teams across the business and owning the end-to-end design direction for operational products.
- Owned and evolved the area’s design system, establishing reusable patterns and consistent design practices across Product, CX and Engineering.
- Partnered closely with Product and Engineering to shape product direction, define requirements and explore solutions to complex operational problems.
- Acted as the core link between Customer Experience and Engineering, translating frontline operational needs, customer problems and business requirements into viable product solutions.
- Redesigned complex support workflows spanning multiple user states, routing rules, operational edge cases and backend processes, improving efficiency and 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.
- Used AI-assisted development tools including Cursor and Claude Code to rapidly prototype product ideas, working with Engineering to walkthrough, refine and validate solutions before using prototypes as a handoff into build.
- 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 case types and user states.
- Collaborated on customer-facing mobile experiences, designing support journeys, conversational flows and interaction patterns that connected the customer experience with internal operational processes.
- Facilitated workshops and design sprints with Product, Engineering and CX teams to uncover operational pain points and translate insights into product opportunities.

DYSON

Experience Designer
(Contract)
2021 – 2022

- Designed digital experiences supporting the launch and ownership of Dyson consumer products across multiple stages of the product journey.
- Used customer research, usability testing and behavioural insights to inform web and digital experience design.
- Developed concepts and prototypes for new product launches and engagement initiatives, collaborating across Product, Brand and Marketing.

DO DIGITAL AGENCY

Head of Creative
2020 – 2021

- Led multidisciplinary experience design projects from discovery through delivery across eCommerce and digital services.
- Designed customer journeys, workflows and digital experiences, working with clients and technical teams to translate complex requirements into usable experiences.
- Mentored junior designers and helped establish design approaches and quality standards.

BLUE HORIZONS

Senior Designer
2019 – 2020

- Led design delivery across eCommerce and brand experience projects, including Shopify based customer experiences.
- Collaborated with marketing teams to improve acquisition and engagement journeys.

ENDSLEIGH

Creative Lead
2017 – 2019

- Led creative and digital design initiatives across B2B and B2C channels, applying customer journey thinking to improve digital experiences.
- Mentored junior designers and supported a major brand refresh across customer-facing communications.

CONNECT GROUP

Creative Designer
(Contract)
2016 – 2017

- 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)

