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Statement

A hands-on design leader with over 15 years experience, continuing to design key product initiatives, developing others and shape design's impact. I build systems over solutions and use insights driven by research & data to empower colleagues & engage stakeholders, enabling teams to fail fast and learn quickly. As a designer, I've always been drawn to work that connects user insight to measurable business outcomes, simplifying complex journeys, and designing for clarity and purpose. As a leader, I care deeply about creating an environment where designers feel supported, challenged, and trusted, with clear expectations and the space to grow.

Achievements

- Supported 3 concurrent high-impact product initiatives with no design-related delays without a formal design leader
- Led design of Zilch Plus, achieving 85% paid retention and £120k MRR in 6 months
- Helped grow Tembo from MVP to product-market fit and a £5m series-A funding round
- Increased monthly revenue to £100k and reduced cost of submission from £4,000 to £500
- Won Innovation of the Year & Best Mortgage Broker awards for the Tembo product & experience
- Created custom travel package picker, scaling from £0 to £22m revenue within 12 months
- Led creation of wristband and room claiming tools, reaching 90% usage among target audience
- Helped Uswitch mobiles grow from £10,000 to £1m monthly revenue

Experience

Lead product designer	Zilch.com	Oct. 2023 – Present
Lead product designer	Tembomoney.com	Jan. 2022 – Oct. 2023
Lead product designer	Pollen.co	July 2019 – Jan. 2022
Senior product designer	Engagetech.com	March 2018 – July 2019
Product designer	Uswitch.com	May 2012 – March 2018
Web designer	Top10.com	June 2010 – May 2012
Digital designer / developer	SapientNitro	Sept. 2008 – June 2010
Web developer internship	Folk Creative	June – Sept. 2008

Skills & Tools

Design thinking • UCD • Lean UX • Agile workflows • User interviews & testing • Journey & story mapping • Personas • Competitor analysis • Heuristic review • Wireframes • Prototyping • Responsive design • Workshop facilitation • Remote design • Content design • HTML • CSS • Basic JavaScript

Figma • Sketch • Adobe suite • Jira • Responsive & mobile-first web design • iOS & Android app design

Education

Measure UX & design impact	Vitaly Friedman	2025
Content design	Content design London	2019
BA (Hons) Graphic Design: New Media.	UCA Epsom	2005 – 2008

Graphic design • Animation • Illustration • Film & video • Motion graphics • Web & interface design • Typography • Semiotics • Print design • Advertising • Contextual studies

Zilch.com

October 2023 – Present

Lead product designer

During periods of organisational change, I stepped up to provide continuity and stability for the design team. Acting as the de facto design lead, I took responsibility for guiding designers through ongoing projects, facilitating team ceremonies and critiques, and maintaining a high bar of design quality. I continue to contribute hands-on to key product initiatives including memberships, physical card, smart settings and Snooze, while collaborating with product and engineering leads on priorities and delivery. Led the design team through a series of workshops to build a holistic vision for the Zilch app, centered around inform, spend and manage. Created new design team career frameworks, principals, ways of working, retooling and hiring processes. Run informal mentoring and career development 1-1s with members of the design team.

Leading team ceremonies • Interviewing customers & stakeholders • User testing designs & prototypes • Facilitating workshops • Story-mapping user flows • Building prototypes • Testing releases • Managing design system

Tembomoney.com

January 2022 – October 2023

Lead product designer

Sole designer, working across all areas of Tembo, with the goal of becoming the homebuyer platform of choice for UK buyers. Responsible for a range of zero-to-one features including an expanded fact-find & account, mortgage calculators, application management, landing pages, and internal tools for broker teams. Ask-it-once initiative to minimise repetition and create a seamless Tembo experience as well as scaling the plan to cover 17 schemes, creating & managing a design system and rebuilding all external emails & comms.

Interviewing customers & stakeholders • User testing designs & prototypes • Facilitating workshops • Story-mapping user flows • Building prototypes • Testing releases • Managing design system

Pollen.co

July 2019 – January 2022

Lead product designer

Design lead for the checkout & adjacent marketplace collective teams, with the goal to improve both the checkout and order management experience. Product features included pay for group controls, add-on purchasing, account claiming, room management and wristband activation. Improvements were made to payment plans to reduce churn, debt age and increase revenue, as well as creating tooling for internal operations to manage and configure campaigns. Helping hire and expand the design team, creating a healthy design culture and mentoring a junior designer and UX researcher.

Interviewing members, customers & stakeholders • User testing designs & prototypes • Facilitating workshops • Story-mapping user flows • Building prototypes • Testing releases • Generating epics • Managing design system

Engagetech.com

March 2018 – July 2019

Senior product designer

Senior product designer working on the Vendor Management System. As the first full-time designer on the product, I took it from MVP through deals with some of the UK's biggest construction companies. Responsible for improving the end-to-end platform experience of agency staff and candidates, from sourcing workers, submissions & interviews, through placements & timesheets to invoicing & payments across desktop and mobile.

Interviewing clients & users • Story-mapping user flows • Building prototypes • Testing releases • Generating epics • Working with the design team to build a new design system & visual language

Uswitch.com

May 2012 – March 2018

Product designer

Product designer and project lead on a range of products for Uswitch. Primarily working in the mobiles team, redesigning the homepage, handset and SIM product pages and switching tools. Responsible for the UX research, user testing, prototyping and design of phone products as well as working alongside the credit cards, car insurance and energy teams on specific projects.

UX research • User journey mapping • Customer interviews • Wireframing • Prototyping & user testing • Facilitating workshops • Creating mobile-first designs

Top10.com

Web designer June 2010 – May 2012

SapientNitro

Digital designer/developer September 2008 – June 2010

Folk Creative

Web developer internship June – September 2008