

Senior Product Designer · Design Systems & UX Strategy

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SUMMARY

Senior Product Designer specialising in design systems, complex customer journeys, and evidence-led UX. Experienced in shaping scalable design practices, improving conversion, and delivering measurable outcomes across enterprise environments. Combines systems thinking, accessibility, and product strategy to simplify complexity and create consistent, high-performing digital experiences.

Recent work includes leading the transformation of British Gas's Moving Home journey and driving adoption of the Nucleus Design System, improving usability, efficiency, and conversion across critical customer journeys. Works closely with cross-functional teams and global organisations including Centrica, Honeywell, Shell, Sage, and IBM business units. Increasingly incorporates AI-assisted exploration, prototyping and documentation into design workflows to enhance speed, clarity and decision-making.

Away from the desk, a passion for cars and motorsport, and a curiosity for travel, culture and discovery inspires exploration of architecture, museums, exhibitions and emerging design trends to broaden and sharpen the mind.

PROFESSIONAL EXPERIENCE

Centrica | 2021 – 2026

Senior Product Designer | 2025 – 2026

Led end-to-end product design for high-impact British Gas customer journeys within online account management, delivering clearer decision pathways, reducing operational demand, and enabling more customers to self-serve successfully. Worked directly with product, engineering and data teams to simplify complexity at scale, improve retention across key journeys, and deliver measurable commercial impact across core digital experiences.

Key achievements:

- Transformed the British Gas Moving Home journey, improving clarity and reducing effort for approximately 10,000 customers each month reducing call demand on the business significantly.
- Simplified multi-account logic affecting around 35% of customers, improving consistency and reducing friction, enabling customers to self-serve across more scenarios.
- Optimised the journey by removing duplication and using existing data to streamline steps, reducing interaction time by 4 minutes and improving customers' perception of ease, usability and overall engagement with the service.
- Validated hypotheses through evidence-led design, using prototyping, heuristic evaluation and user testing to confirm solution effectiveness.
- Increased conversion by 20% across critical journeys, generating an estimated £6M+ annual uplift through stronger retention and enhanced sales opportunities.
- Leveraged AI tools to accelerate research synthesis, generate early concepts, analyse insights, and rapidly iterate on complex workflows across enterprise products.

Design System Lead | 2024 – 2025

Led the strategy, adoption and evolution of the Nucleus Design System, managing a multidisciplinary team while remaining hands-on with component design, pattern development and documentation. Ran regular drop-in sessions, set team direction and ensured the system enabled consistent, accessible and scalable digital experiences across British Gas.

Key achievements:

- Delivered a 50% uplift in website conversion through design system adoption, driving higher revenue and reducing drop-off across key journeys.
- Increased Heating Sales Advisor booking conversions by 78%, generating more qualified leads and improving customer access to essential home services.
- Introduced an AI-powered documentation assistant, cutting search and onboarding time for designers and developers and accelerating delivery across product teams.
- Established scalable UX patterns and decision frameworks, reducing ambiguity, shortening delivery cycles and ensuring consistent, predictable customer experiences.
- Ensured the design system supported coherent experience architecture across multiple journeys and product teams, strengthening consistency and reducing fragmentation at scale.
- Positioned the system as a practical, reliable foundation for product teams, reducing duplication, improving accessibility compliance and accelerating delivery.

Senior UX Designer | 2021 – 2024

Designed components, patterns and UX frameworks for the British Gas design system, maintaining the published Figma library and contributing coded assets such as SVG icon sets. Supported product teams through drop-in sessions, contribution guidance and prototype workshops, helping designers and engineers use the system effectively and deliver consistent, accessible experiences at scale.

Key achievements:

- Maintained the published Figma library and contributed coded assets, ensuring teams had accurate, up-to-date system resources and documentation.
- Improved delivery speed and consistency across product teams by providing clear guidance, contribution support and practical system enablement and onboarding.
- Recognised with the Centrica CIO's Team of the Year Award (2021) for advancing design system maturity and supporting enterprise-level delivery.
- Embedded evidence-led design through research, prototyping, testing and heuristic evaluation to strengthen decision quality and reduce rework.
- Advocated adoption of scalable UX patterns across the organisation, strengthening predictability and quality of customer-facing experiences.

Honeywell | 2019 – 2021

Senior UX Designer

Designed end-to-end workflows, interfaces and interaction models for Honeywell's industrial software platforms, improving usability, clarity and operational efficiency across connected buildings, safety systems and enterprise control applications. Worked closely with product, engineering and domain experts to simplify complex industrial processes and deliver intuitive, high-performing experiences for technicians, operators and facility managers.

Key achievements:

- Designed Honeywell Safety Suite software, receiving internal recognition and a Gold Award for design excellence, strengthening product credibility and supporting safer operations for industrial customers.
- Delivered UX for industrial safety devices in complex, hazardous environments, improving clarity and reducing the risk of misuse for diverse global user groups.
- Collaborated with teams across the UK, Europe, Asia and the US, ensuring product consistency and driving innovation across Honeywell's connected safety portfolio.

CLD | 2011 – 2019

Senior UX Designer / Creative Director

Directed product design and brand strategy across digital platforms, delivering scalable UX solutions and measurable impact for a wide range of clients.

- Led and scaled the design team, contributing to agency growth, stronger delivery capability and industry recognition.
- Created modular design systems and high-performing digital products for clients including Johnson & Johnson and Aylesbury College, improving usability and reducing long-term design and development overhead.
- Delivered high-conversion B2C experiences for brands such as Alcosense and Technogym, driving measurable commercial uplift and improved customer engagement.
- Defined UX strategy and visual direction for global brands including Hytera and IBM, strengthening brand consistency and improving the effectiveness of digital touchpoints.

Sage | 2000 – 2011

Senior UX Designer

Delivered UX, digital experience and brand design for a FTSE 100 accounting and finance software company, leading the evolution of Sage's global website and contributing to UX improvements across selected cloud products.

EDUCATION

BA (Hons) Graphic Design & Advertising - Brunel University

SKILLS & TOOLS

Design Systems (Architecture, Tokens, Documentation) · UX Strategy · Interaction Design · Information Architecture · Journey Mapping · Accessibility (WCAG) · Evidence-led Design · Prototyping · UserTesting / UserZoom · Figma · GitHub · Azure DevOps · Miro · HTML/CSS · Cross-functional Collaboration · Agile Delivery · Copilot · Claude

AI SKILLS

Active experimentation with generative AI to accelerate prototyping, documentation, research synthesis, workflow efficiency, and to enhance discovery, problem framing, ideation, UX writing, design, and cross-functional collaboration.