

# Jay Echteld

## LEAD PRODUCT DESIGNER

+44 7957 205043 | [jjechteld@gmail.com](mailto:jjechteld@gmail.com) | [www.jayehteld.com](http://www.jayehteld.com) | [LinkedIn](#). London, United Kingdom | SE18

### PERSONAL PROFILE

Experienced Lead Product Designer with over a decade of multidisciplinary design expertise, specialising in AI-driven solutions within LegalTech, and Fintech. I lead end-to-end product design efforts, from strategy to execution, translating complex workflows into intuitive, user-centred experiences. With a strong technical foundation, I work closely with cross-functional teams to shape product pipelines, establish design systems, and scale design operations within fast-moving environments. Notably, I've led the design and launch of multiple AI agents and Products from 0 to MVP, saving thousands of user hours and significantly boosting product-team efficiency. I bring deep expertise in UI/UX design and product thinking, combined with a passion for simplifying complexity and building design functions from the ground up.

### CORE SKILLS

- UI/UX Design
- Product Design
- Design Research
- AI Driven solution designs
- Designer Management
- Market Research
- Prototyping
- Wireframing
- Design systems

### TECHNICAL SOFTWARE PROFICIENCY

- Figma & FigJam
- Lovable
- Figma Make
- Adobe Creative Suite
- Webflow
- Maze

### CAREER EXPERIENCE

#### Lead Product Designer (Contractor)

Engine B | CLA – August 2024 to Present  
London, United Kingdom

- Partnered with key stakeholders to define and implement a scalable product pipeline.
- Introduced design processes and workflows, integrating design into a previously design-less organisation.
- Played a pivotal role in establishing the product function within a cross-functional team, boosting collaboration and delivery efficiency by 50%.
- Set the design vision for a suite of AI agents, including the development of a centralised design system and component library.
- Simplified complex user workflows by integrating AI and automation, improving usability and operational efficiency, resulting in a 40% productivity increase.
- Designed and launched AI agents from 0 to 1, leading alpha releases, iterating based on user feedback and data, and progressing toward MVP.
- Scaled the design team, hiring and onboarding 2 senior designers to strengthen design capabilities.
- Led the end-to-end design and delivery of 5 AI agents, driving over 5,000 hours in time savings for users.
- Championed the development of interconnected agent suites, evolving them into a cohesive product ecosystem.

#### Lead Product Designer / Founding Product Designer

Quantly AI – October 2023 to August 2024  
London, United Kingdom

- Led the integration of generative AI solutions into product experiences, implementing advanced AI-powered design concepts to enhance user engagement and satisfaction 20%.
- Translated complex, interdependent needs into seamless user journeys, wireframes, and UI designs, ensuring alignment with product objectives and business drivers to deliver exceptional user-centered solutions.

- Utilized customer insights and data to inform design decisions, improving user experiences and satisfaction levels, and advocating for the voice of the customer throughout the product development lifecycle resulting in features that customers actually want and that improved platform retention by 31% overall.
- Leveraged expertise in modern design systems, prototyping tools, and software to create high-fidelity prototypes, ensuring the fluidity and excellence of design deliverables and a smooth working relationship with development teams.
- Promoted best practices and methodologies to drive efficiency and effectiveness in product design within a fast-paced, collaborative, and team-oriented agile environment. This in turn resulted in quicker and more efficient feature delivery timelines.
- Took the product from a Beta to V1 allowing end users to execute their Daily task primarily in our Product resulting in 100% user growth and being instrumental in gaining our first few paid B2B product customers
- Collaborated in directing discovery work for new products and services, using UX research methodologies to validate ideas, conduct usability studies, and ensure user-centricity.

### **Senior Product Designer**

Robin AI – February 2022 to October 2023  
London, United Kingdom.

- Full ownership of the design of Robin Query
- Instrumental in the introduction of sales unblocking features that converted 40% of sales prospects
- Utilized my AI integration expertise to lead the implementation of a groundbreaking AI-powered feature that garnered positive user feedback and increased engagement metrics by 30%.
- Collaborated closely with our Head of Product, Product Managers, and Engineers to drive the evolution of synthetic media, resulting in innovative and user-centric features.
- Present and communicate design recommendations to the wider organisation to foster alignment and understanding.
- Utilize expertise in modern design systems, prototyping tools, and software (e.g., Figma) to create high-fidelity prototypes, ensuring the fluidity and excellence of design deliverables.
- Drive the utilization of customer insights and data to inform design decisions, enhancing user experiences and satisfaction levels. Champion the voice of the customer throughout the product development lifecycle.
- Advocate for best practices and methodologies that drive efficiency and effectiveness in product design.
- Thrive in a fast-paced, collaborative, and team-oriented agile environment.

### **Product Designer**

Nexarise – August 2020 to Feb 2022  
London, United Kingdom.

- Created user-centered designs for a new web platform.
- Developed evolving design patterns and style guidelines.
- Designed interaction flows, wireframes, and visual mockups.
- Led UI design efforts and brand development.
- Presented design solutions and research to the executive team.
- Coordinated with stakeholders to complete projects successfully.
- Developed websites and sign-up forms in Webflow.

### **Senior Graphic Design to Lead Digital Designer**

Dec 2012 to June 2020  
Various companies

[More information on LinkedIn](#)

## **COURSES**

- Google UX Design Professional Certificate, Coursera, 2021
- Webflow Master class, Flux Academy, 2020
- Visual effect & Animation BA, SAE institute London, 2019