Andy

Turner





**Tryzens / Berry Bros & Rudd | Principal Product Designer**

***London / Nov 2022 – Present***

Led the UX strategy and execution for the redesign of Berry Bros. & Rudd’s luxury commerce, focusing on checkout, account management, and a bespoke SaaS wine trading platform used by private collectors and institutional buyers:

* **Redesigned and modernised** the checkout and account experience, balancing luxury design sensibilities with research backedbest practices to support **Account managed & SaaS subscriptions (LTV).**
* Collaborated with engineering and platform vendors to troubleshoot and overcome **complex technical constraints** around split tender payments, pricing logic, and A/B test targeting on gated flows.
* **Navigated** **rapidly shifting requirements**, using lean UX principals to deliver flexible components across trading, gifting, and subscription journeys.
* Partnered closely with wine experts and **B2B stakeholders** to translate deep domain knowledge into experiences that enhanced wine collecting, **portfolio management**, and exclusive in-store event discovery.

**Storio group | Principal Product Designer**

***London / Nov 2022 – Present***

Responsible for 4 photo-printing brands (Photobox, Albelli, PXXL, Hofmann) in 13 EU/UK markets where I covered:

* **End-to-end owner** of the web Storefront & Checkout stack, researched pain-points, sketched flows, **prototyped in** **Figma**, and paired with engineers to ship production React code for consumer and internal-tooling features.
* Drove recurring **Product-Tech Initiatives** by crunching analytics, framing opportunity briefs, and designing test variants that lifted conversion and added an estimated **£19.2 m YoY (Y1) and £24.4 m (Y2)**.
* **Authored and iterated the ARC3 Design System**: built the multi-brand Figma library, created token architecture, and React components guaranteeing visual consistency across brands.
* Navigated EUPricing Indication Directive & UK UnfairTrading **Regulations**: **mapped legal constraints**, designed compliant pricing patterns, validated with A/B tests, and rolled out updates across 13 locales without revenue dip.
* **Proactively bridged siloed teams**: product, marketing, and logistics teams—running weekly design critiques and async walkthroughs—so decisions stayed user-centred and speed of release improved.

**SKILLS & TOOLS**

EMPLOYMENT HISTORY

UI, Interaction & Prototyping

Figma, Sketch, Axure, Framer, Miro, Photoshop

User Research

Userlytics, Maze, Optimal workshop, Useberry, User Testing

AI workflows

OpenAI, Google Al Studio, N8N (agents), NotebookLM, Lovable, Perplexity

Quant Research

A/B Testing Optimizely, SEMRush, Hotjar, Google Analytics, Survey Monkey

Platforms

Shopify, Optimizley, Adobe Commerce

**I blend research, strategy, and product design into lean, efficient experiences for fintech, e-commerce and next-gen services.**

Veteran product and experience specialist with deep knowledge of best practice vs bespoke practices across many industries. I’ve been a **hands-on contributor**, managed design teams, mentored design and non-design stakeholders at all levels and led departments to new levels of excellence for over 14 years.

*Website & Portfolio*

[TurnerCreative.co](http://www.turnercreative.co/)

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**A/B Experimentation**

**5**

**Discovery Workshops**

**EXPERTISE**

**UX & High-Fidelity Ul**

**Strategic Planning**

**Design Systems**

**AI Models & Workflows**



www.TurnerCreative.co

Veteran product and experience specialist with knowledge of the core usability issues in many industries. I’ve been a hands-on contributor, managed design teams, and led departments to new levels of excellence over 14 years.

**Sectors:** B2C eCommerce, Direct-to-Consumer(DTC), Business-to-Business (B2B), Fintech, Telco, Education, Luxury Retail, Apparel & Accessories, Digital Subscriptions & SaaS, Health & Beauty, Mass Merchant....all with up-front design involvement to ensure the right product is built with the least re-work.

*In short, bringing research methods, data, business strategy and design together to ensure the right product is built with the least re-work.*

**Storio group | Principle Group UX Designer**

***London / Nov 2022 – Present***

Storio group is comprised of 4 brands (Photobox, Albeli, PXXL and Hofmann) across 13 EU/UK countries where I was responsible for the Storefront and checkout platforms as well as internal tooling and logistics software. Key to this was building supporting relationships across siloed departments.

* Led and facilitated strategic Product-Tech Initiatives (PTI’s) on a regular basis driving conversion rate and revenue increases of est. £6.4m in year 1 and £14.4m in year 2.
* Successfully led stakeholder working groups through complex legislation changes (Pricing Indication Directive and Unfair Trading Regulations) that impacted how strike-through pricing could be shown across Europe/UK.
* Built, managed and maintained the group ARC3 design system, including multi-brand, multi-platform, Figma design and React developed components.

**UNRVLD - Made to Engage | UX Director**

***London / Aug 2020 - Oct 2022***

Leading the CX/UX arm of the company and responsible for creating the environment, culture and ways of working for creative problem solving, data-driven ideation at pace and on budget.

PROFESSIONAL PROFILE

*Product* | *Experience* | *Strategy*





**CONTACT**

BAYMARD TIER 1: UX MASTER

*Baymard Institute*

*2022*

GOOGLE DESIGN WORKSHOP TRAINER

*Google Ventures , AJ & SMART*

*2018*

CREATIVE TECHNOLOGIES & DESIGN - MSc

*DeMontfort University*

*2008 - 2009*

ELECTRONIC ENGINEERING - BEng (Hons)

*DeMontfort University*

*2003 - 2008*

**UNRVLD - Made to Engage | UX Director**

***London / Aug 2020 - Oct 2022***

* Demo-led pitches that **unlocked £4 m of signed work** in the first year.
* Co-wrote **strategic roadmaps** for marquee clients, securing 3-year programmes.
* **Authored the "Brilliant Basics" framework**, raising e-commerce ops standards.
* **Grew talent while staying hands-on**: user research, wireframes, prototypes and dev hand-off for flagship accounts.

**IG Index | User Experience Lead**

***London / Nov 2019 - Aug 2020***

Leading a newly formed Onboarding sprint team of designers, data analysts, product owners and developers, I planned the project strategy and overall design thinking approach. Working to translate existing knowledge, data insights and championing fast-paced research methodologies to drive impactful changes to complex multi-channel journeys.

* Leading **Google Design Sprints** for both early validation and stakeholder buy-in.
* **Building relationships** and operating rhythms with leaders inside and outside the core Product team.
* Delivering key designs and clear prototypes using Figma, Sketch and Axure alongside a range of usability testing tools and methods.

**Vodafone | Lead UX / UI Consultant**

***London / May 2019 – Nov 2019***

Playing a pivotal role in the design leadership and squad-based product structure for customer experience, I owned discovery & research studies to direct the design thinking and strategy. Working across propositions inc. the navigation architecture, **Vodafone app journeys**, animation within the Vodafone design system and stakeholder strategy & **buy-in sessions**.

* Leading Information Architechure & UX workshops to fully understand the business needs and scope of the design challenge.
* Delivering complex & abstract propositions, by grounding the product roadmap in user-centric strategy while reducing CAPEX and OPEX.

**Omobono | Head of User Experience**

***Cambridge & London / Nov 2018 – May 2019***

Leading the UX throughout every phase of projects, I worked collaboratively with sales, developers, designers and stakeholders at every level. I established lean methods for delivering the most effective User Experiences while ensuring projects stay user-centric yet in line with commercial objectives.

* Providing leadership, direction and mentorship for a team of UX Designers across 4 offices worldwide.
* Delivering a UX vision & maturity, along with a plan for evolutionary, iterative updates, that actualize the larger vision over time.
* Working closely with other departmental managers to promote project findings & awareness.
* and mentored a small but highly savvy team of 9.

ANALYTICAL

*Understanding ‘why?’ is always key to innovative, more thoughtful work.*

CURIOSITY

*Better questions lead to better answers.*

COMMUNICATION

*Great ideas are meaningless if they are not understood.*

COLLABORATION

*Listen with intent. Leverage the smartest ideas from the smartest minds.*

ADAPTABILITY

*Informed conviction - Know enough to be fast and effective.*

STORYTELLING

*Our outcomes should be memorable, data-driven and compelling.*

**TRAITS**

PERSUASIVE UX: HARNESSING REACTIONS

*Oct 2021*

PERSUASIVE UX: CREATING CREDIBILITY

*Oct 2021*

INFLUENCING BEHAVIOUR PATTERNS

*May 2020*

ETHICS OF PERSUASIVE DESIGN

*April 2019*

**CERTIFICATIONS**

**EDUCATION**

EMPLOYMENT HISTORY (CONTINUED)