

Stevie Elsworth

Product designer
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I've been involved in some form of digital product design for over 10 years and have excellent experience across UX through to crafted visual design — I love the whole process. My approach is centred around understanding the core problem to solve and delivering value quickly through rapid prototyping and validation. Keeping the user at the forefront of all decision making is vital to me, while understanding the businesses needs and strategy.

Experience

Napster / Melody VR

JUNE 2020 — PRESENT
Mobile Design Lead

Swiftly after joining Melody VR, the company acquired Napster. I led the redesign of the mobile apps across Android and iOS for the relaunch of the new apps. Now that it's live, we're iterating fast while continuing to develop our new Web 3 strategy after being acquired by a consortium of blockchain investors.

Kobalt Music

JUNE 2018 — 2020
Lead Product Designer

I was the lead product designer for AWAL (a music label that is a subsidiary of Kobalt Music). It has since been sold to Sony. I created AWAL's design system and was the lead designer across the artist portal and internal tooling. I've helped refine the design process and champion the value of design within the company.

John Lewis

JUNE 2017 — 2018
Senior Product Designer

I led the redesign of the account area for John Lewis. We rebuilt this section using a new design system which consisted of a sketch pattern library coupled with react components. It was a very lean team, with an excellent iterative process.

BBC

JUNE 2015 — 2017
Product Designer

I worked on the UX/UI across topgear.com and bbcgoodfood.com. I worked closely with the editorial team and stakeholders to implement new features and iterate on existing designs. I worked with an agency to create the Good Food App and implemented the first pattern libraries for both products. We had a strong culture of build, measure, learn and always sought to iterate based on analytics.

Sainsbury's

JUNE 2014 — 2015
UI Designer

I was part of a team tasked with updating the Groceries Online platform's visual language by creating a design system based on atomic principles. I also worked on the Smartshop mobile app, which allowed users to scan items as they shopped.

Side Projects

onesheet.club

JAN 2020 - PRESENT
Founder

We built a SAAS tool to help artists/managers/labels create onesheets quickly, by automating data through various APIs. Our user base has gradually increased and we have some prominent labels on using the product.

acquainted.co

JUNE 2017 - PRESENT
Founder

Acquainted is a side-project I launched with a co-founder and is a survey/feedback tool that uses a conversational interface. We have over 11,000 users and are working on v2, rebranding as 'Pollcat'.

Education

2004—2007

University College for the Creative Arts at Epsom, BA (Hons) Graphic Design 2:1

2003—2004

Yeovil College, Foundation Art

1998—2003

Gryphon School Sherborne A levels: Geography, Biology, Philosophy

Skills

- Sketch
- Figma
- Webflow
- Abstract
- Framer
- Principle
- Invision
- Zeplin
- HTML
- CSS
- Basic Javascript
- Basic JQuery
- Photoshop
- Illustrator
- Indesign
- Jira