

Hi, I'm Ant. With over 20 years in interactive design, I create digital experiences that are engaging, functional and grounded in user-centred design, technology and current trends.

I've worked on some of the world's largest brands across sectors including telecommunications, finance, law, technology, automotive, fashion, FMCG, education, tourism, pharma, home improvement and e-commerce. I've been employed by leading agencies including [Karmarama](#), [Publicis Sapient](#), [Fjord](#), [VML](#), [Hugo & Cat](#), and [Kin + Carta](#). More about my experience and recommendations can be found on my [website](#) and [LinkedIn](#).

Experience

Sep 2024 – Present
(1 year, 8 months)

[VML](#) / Lead Product Designer (Contract)

Leading product design for Avolta's e-commerce platforms, including the World Duty Free reserve and collect website and the Club Avolta loyalty app. Reduced friction across core purchase flows (PLP, PDP, cart, checkout) and designed complex pricing structures and promotional labelling systems. Drove conversion improvements through A/B testing across the site and documented requirements for a new personalisation engine to deliver tailored content by user type. Built a component library from the ground up using defined styles and tokens, significantly improving consistency, productivity and time to market. For the app, designed new loyalty programme and rewards sections with fully documented components added to the app library.

Aug 2013 – Present
(12+ years)

[Various](#) / UX/UI Designer (Contract)

In addition to the roles detailed below, collaborated with companies including EY Seren, LIDA, Exposure, Proximity, Burberry and The Grand Union across pitches, multi-platform apps, web tools, brochure and e-commerce websites, design systems, wearables, kiosks, social media campaigns, newsletters, banners and style guides. Core work throughout has included user research and testing, wireframing, interactive prototyping, responsive UI design, cross-discipline collaboration and stakeholder presentations.

Mar 2024 – Jun 2024
(4 months)

[Intelligent Mobile](#) / Lead Designer (Contract)

Led a complete redesign of a multi-platform travel and tourism app. Conducted discovery including marketplace analysis and competitor review, adapted new brand guidelines for digital with a mobile-first focus and improved existing functionality throughout.

Jan 2024 – Mar 2024
(3 months)

[Hugo & Cat](#) / Senior UI Designer (Contract)

Contributed to the redesign of a website for a multinational legal sector client, translating extensive design work into a cohesive library of components and page templates with detailed developer documentation.

Oct 2023 – Dec 2023
(3 months)

[Wunderman Thompson Commerce & Technology](#) / Senior UX Designer (Contract)

Focused on UX design and research for Ford, improving e-commerce journeys and cross-selling features including results filtering, comparison tools and promotions. Oversaw UI design and conducted early prototype testing with users.

Nov 2022 – Sep 2023
(7 months across two contracts)

[Class35](#) / Product Designer (Contract)

Engaged across two contracts for fintech and banking clients. Launched a new website for The Bank of London, developing page designs, templates, components and scrolling transitions. Conducted detailed component audits for Investec, identifying gaps and discrepancies across multiple repositories and created comprehensive documentation to ensure governance and guide team usage.

Feb 2021 – Sep 2022
(1 year, 8 months)

[Keko](#) / UX Lead (Contract)

Involved in all aspects of the design process across multiple projects including a complex pharmaceutical website for Centogene and live projects and pitches for Bentley and Porsche. The length of this contract covered the full project lifecycle: discovery, research, stakeholder workshops, user interviews, analysis, design, testing and build oversight.

Dec 2020 – Jan 2021
(2 months)

[Kin + Carta](#) / Senior Product Designer (Contract)

Led discovery for Cera Care's recruitment process redesign, conducting upfront research and user interviews to deliver a high-fidelity interactive prototype that was highly praised at board level.

Oct 2020 – Dec 2020
(3 months)

OSTC / UX Designer (Contract)

Improved the user experience of OSTC's educational offering by enhancing the IA, separating brands into distinct sections with individual styles and recommending improvements to CTAs, type scales, colour palette and accessibility standards.

Jul 2020 – Oct 2020
(3 months)

Storyline Partners / Senior Designer (Contract)

Designed a new website for Cockburn's port, differentiating from competitors by creating a bold, colourful identity that challenged convention and appealed to a wider audience. Included brand research and style guide development.

Apr 2020 – May 2020
(2 months)

OSTC / UX Designer (Contract)

Improved customer experience across the website as OSTC transitioned from derivatives trading to education and technology. Recommended improvements to IA, navigation and customer journeys that had a measurable positive impact on engagement and time on site.

Jan 2020 – Feb 2020
(2 months)

TAB (The App Business) / Senior Product Designer (Contract)

Designed an iPhone and Apple Watch app for AgeUK, creating an MVP for elderly and vulnerable users with a strong focus on accessibility, text scaling and cross-device legibility.

Oct 2018 – Jan 2020
(1 year, 4 months)

Whitbread / Senior Product Designer (Contract)

Focused on product design across Premier Inn, hub and ZIP hotel brands, improving booking and post-booking flows and designing the kiosk self check-in interface. First designer to work across both web and native iOS/Android platforms, leading to a white-labelled design system applicable across current and future brands.

Mar 2018 – Sep 2018
(7 months)

RMA / Senior UI Designer (Contract)

Designed pages and journeys for Virgin Media's broadband and mobile products, working alongside NTT Data. Maintained brand coherence within their style guide, managed governance workflow and addressed GDPR integration challenges.

May 2016 – May 2017
(1 year, 1 month)

Fjord / Senior Designer (Contract)

Designed a mobile app for B&Q in collaboration with Accenture and Kingfisher, incorporating image recognition technology. Worked in a cross-functional agile team releasing features fortnightly, with user feedback shaping direction. The result was the highly rated B&Q Gardens app for Android and iOS.

Jan 2015 – Dec 2015
(1 year)

SapientNitro / Senior Designer (Contract)

Joined the internal design teams for banking clients including Barclays, Natwest and Royal Bank of Scotland, creating and testing online banking tools and mobile/tablet apps. Increased alignment between UI, UX and development through design and animation, enabling higher fidelity prototyping.

Jul 2011 – Feb 2014
(2 years, 8 months)

Crayon & Karmarama / Senior Designer to Lead Designer

Joined Crayon as Senior Designer supporting the Creative Director on accounts including Sony, Honda and British Gas. Promoted to Lead Designer for British Telecom (BT), overseeing a team of senior and mid-weight designers. Following the Karmarama merger, continued as Lead Designer for BT and other accounts including Tullamore D.E.W. Responsibilities included art direction, team management, pitch presentations, style guide creation and interviewing candidates.

Aug 2010 – Jul 2011
(1 year)

Various / Freelance Mid Weight Designer

Oct 2006 – Feb 2010
(3 years, 5 months)

Maynard Malone / Mid Weight Designer

Jul 2006 – Sep 2006
(3 months)

Skive Creative / Junior Designer

Mar 2006 – May 2006
(2 months)

Tribal Worldwide / Flash Designer

Skills

The foundation...

UI and interaction design

Passionate about UI and interaction design since university. Over 20 years of industry experience across web and app design, consistently adapting to evolving tools and technologies to create experiences that are engaging and functional.

The bigger picture...

UX design and research

Experienced across the full UX lifecycle including discovery, qualitative and quantitative research, stakeholder workshops, user interviews, journey mapping, information architecture and close developer collaboration. Increasingly leading entire projects from research through to build.

What's next...

AI-augmented design

Actively integrating AI throughout the design process, from rapid ideation and concept exploration using generative tools to AI-assisted prototyping and front-end development. Using AI to accelerate research synthesis, analyse user testing data at scale and generate UX copy variations. This has significantly reduced time from concept to testable prototype whilst maintaining design quality.

Under the hood...

Development and technology

Increasingly using AI coding assistants for rapid front-end prototyping, complementing a strong foundation in hand-coded HTML, CSS and JavaScript.

In the room...

Presentation and workshops

Regularly presents to retained clients and during pitches for new projects. Delivers confident, clear and concise presentations supported by thorough research. Has led numerous client workshops generating enthusiastic participation and valuable insights.

The toolkit...

Core software

- Figma
- Adobe Creative Suite
- ProtoPie
- Webflow
- Miro
- AI platforms (ChatGPT, Claude, etc)

Education

2002 – 2005

London College of Communication

BA Hons Digital Media Production (2.1)

Marketing and advertising, Interactive design, Managing people and technology, Graphic design, Sound and video editing, 3D animation, Digital workflow and asset management.