Jules Macadam

Product Designer

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About Me

I am...
Naturally curious and decisive, I thrive on shaping ambiguity into strategic, user-centric solutions.

My skills include...
Product strategy & vision
User research
Hypothesis testing
Prompt engineering
High-fidelity prototyping
Visual design
Digital strategy
Cross-functional leadership
Mentorship & Coaching

I use...
Figma
Webflow
Adobe suite
Gemini
Lovable
Metabase

Ask me about...
Sewing
Korfball
Nail art
Living in Spain
Wild swimming
That time I was in a band

Intro

A product design specialist and versatile strategist with a decade of experience designing and optimising digital platforms.

I excel at taking ambiguous, technical challenges and delivering highly refined, user-centric outcomes that drive measurable efficiency.

Experience

MakeMyHouseGreen

Senior Product Designer February 2024 - Present

Achievements in my time here:

- Led a high-impact optimisation test on the customer onboarding funnel that delivered a **30% higher conversion rate**
- Streamlined internal operations systems, reducing time spent on core admin tasks by 8.7% (**42 min/day**)

As the sole design owner, I provide end-to-end design leadership and strategic direction for our product portfolio. My scope covers both the outward-facing B2C platform and complex internal B2B SaaS products, including our bespoke CRM, field operations management, and post-install customer care systems.

I collaborate closely with all internal teams (Tech, Growth, Sales and Operations), translating commercial objectives into product strategies. I am consistently consulted for senior-level decisions, ensuring design solutions manage ambiguity and are grounded in KPI metrics.

Healthyx

UX/UI Designer Freelance Contract 202

Designed a brand new website for a health-tech client's new insurance product. Ownership of UX design and information architecture (validated with user testing), built user flows with progressive disclosure of information and clean UI to reduce cognitive load and empower users to make decisions. Worked closely with tech team to ensure design viability.

Wellx

UX/UI Designer Freelance Contract 2023

Delivered a total redesign of the current website for a Dubai-based health-tech client using Figma and Webflow. My role included restructuring the information architecture, navigation and CTAs. I conducted interviews to gain customer insights that validated my design decisions when building user flows and high-fidelity prototypes for e-commerce journeys.

Education

2011 - 2015
Chemistry BSc (2.1)
University of Birmingham

2023
Product Design Bootcamp
Experience Haus

Experience Haus Product Design Bootcamp
UX/UI Designer 2023

Borderless: Collaborating in a small team to deliver a recruitment platform on web and mobile devices. We performed extensive research into both candidate (B2C) and recruiter (B2B) user profiles to identify each problem and goal. I took ownership of user flows, accessibility and design systems.

GeneHub: Team project for a health-tech start-up to develop an onboarding flow. We covered the end-to-end design process from user interviews to building a high-fidelity prototype. I took ownership of user flows, usability testing, branding, and presenting the product to the client.

Azuko: Designing a platform to host a hybrid event that facilitates both online and in-person attendees for this architecture charity client.

Graphic Design & Digital Strategy Freelance Contracts 2021 - 2023

Hachette UK
Designer: Book cover artwork, marketing graphics, presentation decks
Digital Marketing Manager: Paid social, email, SEO

Bonnier Books
Digital Marketing Manager: Paid social, email strategy implementation, content creation

British Board of Film Certification (BBFC)
Designer: External comms and research reports

MediaCom
Digital Marketing Manager: Running paid social campaigns and reports for high profile client LVMH

UnHerd
Designer: of printed books, menus and external comms assets

Total Media
Biddable Manager 2021
Working across multiple clients in the fintec vertical, I managed digital strategies on PPC and social accounts in over 60 markets to an ROI KPI.
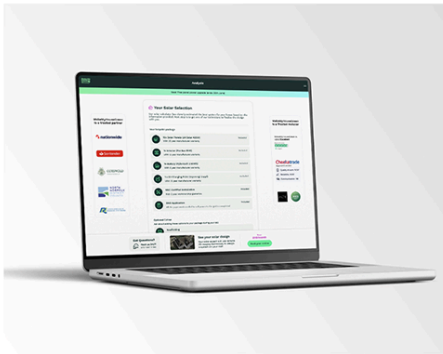
OMD
Senior Biddable Executive 2020 - 2021
Planning campaigns that are tailored to various KPIs, using historical data to inform which platforms work best for each goal.

Bookouture
Marketing Executive 2017 - 2020
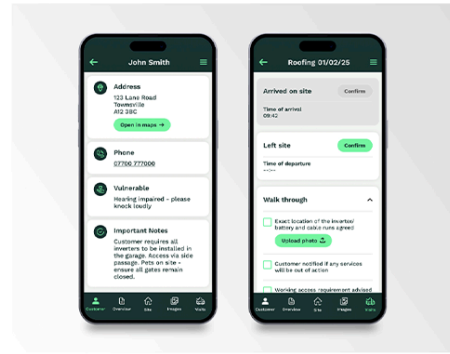Running campaigns on paid social and email. Marketing asset creation.

September 2025

Improving B2C Conversion for Solar Installation Company

Optimising a high-intent funnel by strategically removing pricing information to achieve a major KPI lift.

B2C Web A/B Test User Research UX Design UI Design

View full case study →

May 2025

Scaling Field Operations with AI

Building an end-to-end mobile platform to replace PDFs, improving installer efficiency and ensuring real-time quality control checks. All in a day's work.

AI Hackathon Mobile Web App UX Design UI Design
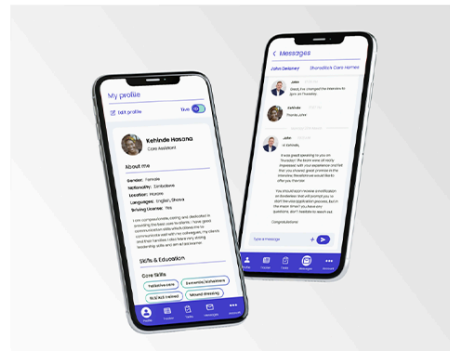Branding Design Systems

View full case study →

October 2023

HealthTech Website

Delivering a total redesign of current marketing and e-commerce website for a Dubai-based health-tech client.

Web E-commerce UX Design UI Design Interaction Design

View full case study →

Recruitment Website

March 2023

Designing a product to manage the end-to-end process of hiring international care-workers to relocate to the UK.

Web Mobile User Research UX Design UI Design Presenting
Branding Design Systems

View full case study →

Check out my full portfolio →