

Jules Macadam

Product Designer

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About Me

I am...

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

My skills include...

Product strategy & vision
User research
Hypothesis testing
Prompt engineering
High-fidelity prototyping
Visual design
Cross-functional leadership
Mentorship & coaching

I use...

Figma
Webflow
Adobe suite
Gemini
Lovable
Claude
Jira

Ask me about...

Sewing
Korfbal
Nail art
Living in Spain
Wild swimming
That time I was in a band

Intro

Versatile Product Designer in the green energy sector, with over 10 years of experience bridging digital strategy and user-centric outcomes.

I specialise in transforming complex, ambiguous challenges into streamlined, high-impact experiences. By leveraging AI-driven workflows and deep cross-functional collaboration, I deliver scalable design solutions that drive measurable business growth and operational efficiency.

Experience

Kaluza

UX Designer 2026 - Present

- Transforming operational complexity into scalable growth for global energy leaders including Engie, AGL, and Mitsubishi.
- Designing critical user journeys within the billing and payments UX team, including balance transfer and draft billing flows.

MakeMyHouseGreen

Senior Product Designer 2024 - 2026

Key achievements:

- 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**)
- Collaborated with tech and growth teams to translate complex commercial objectives into data-driven product strategies.

As the sole design owner, I provide end-to-end design leadership and strategic direction for our solar panel installation product portfolio. My scope covered both the outward-facing B2C platform and complex internal B2B SaaS products, including our bespoke CRM, field operations management, and **energy optimisation services**.

I collaborated with all internal teams (Tech, Growth, Sales and Operations), translating commercial objectives into product strategies. I was consistently consulted for senior-level decisions, ensuring design solutions managed ambiguity and were grounded in KPI metrics.

Wellx

UX/UI Designer Freelance Contract 2023

- Directed the end-to-end redesign of two health-tech platforms, utilising Figma and Webflow to restructure IA
- These optimisations directly contributed to a **12% increase in lead generation** and significantly reduced bounce rates.

Education

2011 - 2015

Chemistry BSc (2.1)

University of Birmingham

2023

Product Design Bootcamp

Experience Haus

Experience (cont.)

Graphic Design & Digital Strategy Freelance Contracts 2021 - 2023

Hachette UK: Designer & Digital Marketing Manager

Bonnier Books: Digital Marketing Manager

British Board of Film Certification (BBFC): Designer

MediaCom: Digital Marketing Manager

UnHerd: Designer

Total Media

Biddable Manager 2021

I managed digital strategies on PPC and social accounts to an ROI KPI.

OMD

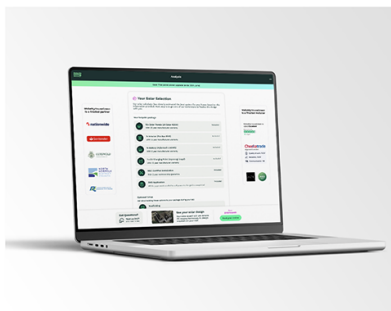
Senior Biddable Executive 2020 - 2021

PPC and paid social campaigns, reporting and stakeholder management.

Bookouture

Marketing Executive 2017 - 2020

Running campaigns on paid social and email. Marketing asset creation.



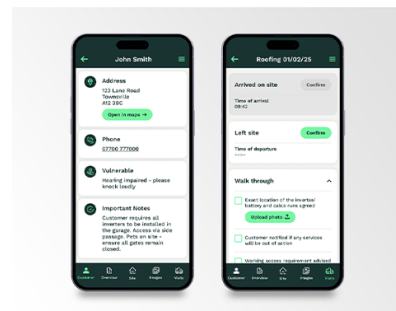
September 2025

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 →](#)

[Check out my full portfolio →](#)