

Greg Owen

Digital Product Designer

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Educated in graphic design, I'm a designer that learnt to code. My background covers UX and interface design, brand systems, and digital production, with over 18 years experience in agency, freelance, and in-house environments, working across B2B, consumer, and editorial contexts.

Honestly, my strongest product and UX work is a few years old now. I'm currently embedded within Barclays' Brand team working on digital brand and internal design resources. This has kept my craft sharp, but I've missed doing more product thinking. I'm actively rebuilding that through independent project work, and am looking for a mid-to-senior product role where I can contribute well, and grow back into the kind of designer I know I can be.

EXPERIENCE

Digital Product & Brand Designer – Barclays / Oliver Agency – Feb 2025 to Present

Contract · Embedded in-house · London

- Embedded within the Group Brand team, developing and scaling digital brand resources for the Barclays brand site, improving the interface clarity and systemised guidelines used across the global business.
 - Collaborating with the Barclays Studio, I have recently been building Adobe Express templates for non-designer use across the business.
 - Currently I am working with internal developers, designers and external artworkers, to implement new graphics into the companies design system following the recent rebrand.
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UI Designer – SFP / Touch Financial – Sep to Nov 2024

Contract · London

- Led UI design for complex financial service products, transforming regulated B2B workflows into high-fidelity user-centred interface designs
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Digital Designer – Freelance / Contract – Jul 2023 to Sep 2024

Self-employed · Remote

- Web, UX/UI, campaign, and production work across a range of clients – websites, landing pages, email creative, digital assets, and branded content.
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UX & Digital Marketing Specialist – SevenC3 – Mar 2022 to Jul 2023

Permanent · London / Hybrid

- Senior multi-disciplinary role: UX/UI design, consulting, CRM production, and campaign delivery.
- Led UX/UI across websites, apps, email, and advertising, end-to-end, from research and concept through to prototyping and delivery.
- Created and maintained design systems for larger web products.
- Produced regular e-marketing campaigns for Sainsbury's Magazine (150k+ weekly newsletter subscribers), website banners, email creative, and seasonal campaigns.
- Advised internal teams on platform choices, build approaches, and delivery estimates, and managed developer workflow in JIRA.

UX/UI Architect - SevenC3 - Oct 2015 to Mar 2022

Permanent · London

- Six-year tenure delivering UX/UI design across web, app, CRM, and social for clients including Sainsbury's Magazine, Fujitsu, EY, Grant Thornton, and Jennis Fitness.
- Produced UX/UI concepts, prototypes, and visual designs, built front-end prototypes in HTML/CSS, supported pitches through rapid concept and prototyping work.
- Designed and developed responsive websites with a focus on usability, performance, and design system consistency.

TOOLS & TECHNOLOGIES

Design:

Figma, Adobe Suite (Photoshop, Illustrator, InDesign, After Effects), Pencil Pro, Webflow, Framer.

UX:

Wireframing, prototyping, user flows, design systems, information architecture.

AI Tools:

Pencil Pro (trained), Adobe Express, ChatGPT, Claude, Lovable, Cursor.

Delivery:

AEM, Salesforce / ExactTarget, Mailchimp, Litmus, JIRA.

Technical:

HTML, CSS, SCSS/SASS, HTML email production.

Accessibility:

Design and testing to WCAS, AAA compliance.

CURRENT INDEPENDENT WORK

Alongside my contract role I'm actively building new product work: `

- Designing an organisational app for children with ADHD and autism, addressing real user needs around focus, structure, and routine.
- Integrating AI tools into my design workflow and exploring vibe coding as a way to bring design concepts to life quickly and independently.

EDUCATION

BA (Hons) Graphic Communication - SIAD (UCCA) | 2003 - 2006
Foundation Diploma in Art & Design (Graphic Design) | 2002 - 2003
BTEC National Diploma in Product Design | 2000 - 2002
GNVQ Business Studies | 1999 - 2000
9 GCSEs including English and Maths | 1999

Barclays case study at gregowen.co.uk/projects/barclays-full

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