

# Greg Owen

## Senior Product Designer

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I'm a Senior Product Designer specialising in UI, visual craft, and design systems for enterprise and consumer products. I've been designing and building digital products for close to two decades across agency, freelance, and in-house environments, working across B2B, consumer, and editorial contexts. I started in graphic design and learnt to code, and that's shaped everything since.

Currently embedded within Barclays' Group Brand team, working on design systems and digital brand resources, alongside independent product work.

### EXPERIENCE

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#### **Digital 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.
- Led the digital redesign of Sainsbury's Magazine — weekly newsletter readership grew from 80k+ to 150k+ subscribers, and display advertising opportunities doubled.
- Designed the Jennis Fitness app (iOS and Android) and marketing site, establishing the visual identity for a celebrity-backed consumer fitness app at launch.
- Built front-end prototypes in HTML/CSS to validate designs with stakeholders ahead of development, and supported new business pitches through rapid concept work.

**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

For recent work examples, please see [gregowen.co.uk](https://gregowen.co.uk)

Barclays case study at [gregowen.co.uk/projects/barclays-full](https://gregowen.co.uk/projects/barclays-full)

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