

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

Digital Designer - Group Brand team - Barclays / Oliver Agency - Feb 2025 to Present

Contract · Embedded in-house · London

- Improved self-service access to brand standards and guidelines for internal teams and authorised external agencies, reducing reliance on disconnected print materials and making guidance easier to find, understand and apply.
- Collaborated with the Barclays Studio, to design Adobe Express templates for non-designer use across the business.
- Extended the Barclays design system following its rebrand, collaborating with internal development teams, designers and external artworkers to create a library of 100+ brand-approved pictograms.

UI Designer - SFP / Touch Financial - Sep to Nov 2024

Contract · London

- Led UI design for financial service products, transforming regulated B2B workflows into high-fidelity user-centred interface designs

Digital Product 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.

UX & Digital Product 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

- Worked with graphic designers and developers to deliver UX/UI design across web, app, CRM, and social for clients including Sainsbury's Magazine, Fujitsu, Bentley, Lloyds Pharmacy, Grant Thornton, and Jennis Fitness.
- Led the digital redesign of Sainsbury's Magazine, increasing weekly newsletter readership from 80k+ to 150k+ subscribers, and doubling digital advertising opportunities.
- Led UX/UI design for the Jennis Fitness app (iOS and Android) and marketing site, extending the visual identity for the celebrity-backed consumer fitness app.
- Designed, built and produced html email marketing templates and campaigns for various clients including Bentley, Sainsbury's mag and Fujitsu.

Tools and technologies

Design:

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

UX:

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

AI Tools:

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

Delivery:

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

Technical:

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

Accessibility:

Design and testing to WCAG, AAA compliance.

Current independant work

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

- Designing an organisational and companion app for multi-trip travellers, addressing real user needs around logistics planning, reservation tracking and trip management. Perplexity, Figma MCP and Claude Code.
- Exploring the limits and opportunities of building design systems with Agentic AI workflows.

Education

BA (Hons) Graphic Communication - SIAD (UCCA) | 2003 - 2006

For recent work examples, please see gregowen.co.uk

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

Password: [copper-lantern-64](#)