

Greg Owen

Senior Brand & UI/UX Designer

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A multi-disciplinary Senior Brand & UI/UX Designer specialising in UI systems, visual craft, and digital brand transformation across agency, freelance, and in-house environments. Bringing over a decade of experience bridging the gap between creative vision and engineering teams, I am a tech-literate designer with a strong foundation in core web architecture. I leverage modern visual development workflows, including Webflow, Framer, and Agentic AI tools, to ship premium digital ecosystems.

Experience

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

Contract · Embedded in-house · London

- Led a cross-functional team to design and scale a new component-based pictogram system of 90+ foundational illustrations, ensuring seamless compatibility across light/dark backgrounds within the existing Barclays design system.
 - 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.
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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
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UX / UI 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 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:

ChatGPT, Claude, Claude Code, Perplexity, Lovable, Cursor.

Delivery:

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

Technical:

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

Accessibility:

Designing and testing to WCAG, AAA compliance.

Current independant work

Alongside my contract work 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.
- I have integrated AI into my workflow to leverage its powerful capabilities in research, planning and rapid prototyping, while retaining full creative control across my projects.

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:

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