

Greg Owen

Brand and UX/UI Designer

Summary

A multi-disciplinary Brand and UX/UI 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	01	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.
	02	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.
	03	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.
	04	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.

Experience, continued	05 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.
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Tools and technologies	Design	UX	AI Tools
	Figma, Adobe Suite (Photoshop, Illustrator, InDesign, After Effects), Webflow, Framer.	Wireframing, prototyping, user flows, design systems, information architecture.	ChatGPT, Claude, Claude Code, Perplexity, Lovable, Cursor.
	Delivery	Technical	Accessibility
	AEM, Salesforce / ExactTarget, Mailchimp, Litmus, JIRA.	HTML, CSS, SCSS/SASS, HTML email production.	Designing and testing to WCAG, AAA compliance.

Current independent 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.
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Education	BA (Hons) Graphic Communication	SIAD (UCCA) 2003 to 2006
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Recent work

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

Barclays case study	gregowen.co.uk/projects/barclays-full	Password: copper-lantern-64
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