

# Hi, I'm Jake.

I design digital products

## About.

I'm a Lead Product Designer with 10 years of experience designing and building digital products and impactful design solutions for clients including AstraZeneca, Deloitte, Novartis, and more. My expertise spans web and native applications, with a focus on designing complex solutions for diverse users, scalable design systems, and driving end-to-end delivery.

Beyond product design, I contribute to product strategy, roadmap planning, and sprint management. I lead teams, mentor designers, manage projects, and collaborate closely with cross-functional partners to bring ideas to life. With a background that blends design leadership and creative direction, I'm a hands-on designer and a people-focused leader, passionate about building products and teams.

## Key Skills.

- Product Design (Web and Native Apps)
- Team Leadership and Mentoring
- Design Systems and Systems Thinking
- Client Relationship Management
- Creative Direction and Project Delivery
- User Research and Testing
- Interaction Design and Prototyping
- Product Strategy and Roadmap Planning
- Sprint Planning and Agile Collaboration
- Graphic Design, Branding and Data Visualisation

## Experience.

### Lead Product Designer

The Ludic Group | 2021 – 2025

Led product design and strategy Ludic's flagship digital experience platform, across web and mobile. Co-owned the product roadmap alongside the Product Director, managing the end-to-end design lifecycle from discovery to release.

- Directed the product team and collaborated with product managers, developers, and business stakeholders to deliver scalable, user-centric solutions across the different software offerings.
- Scoped, designed, tested, and shipped 20+ major features including zero to one design of new products, increasing licence revenue and improving platform efficiency by 50%.
- Established UX maturity, design systems and testing processes, reducing design-related production issues.
- Contributed to product vision, customer experience strategy, and new business proposals, aligning design initiatives with company growth goals.
- Mentored junior designers, creating growth plans and fostering a culture of continuous improvement.

## Portfolio.



## Contact.

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## Software.

### UI and Prototyping

Figma  
Webflow  
Lovable

### Research and Testing

Figjam  
Useberry  
Dovetail  
Hotjar

### Graphic Design

InDesign  
Illustrator  
Photoshop

### Other

Monday.com  
Powerpoint  
Teams  
Chat GPT

## Senior Product Designer

The Ludic Group | 2019 – 2020

Owned the end-to-end UX and UI design for large-scale client programs, leading a team of four designers while maintaining direct client relationships.

- Led discovery workshops and co-creation sessions to define user needs and business goals, translating findings into actionable designs.
- Designed intuitive, high-fidelity prototypes across web and mobile using Figma, Webflow, and other collaborative tools.
- Oversaw multiple project streams, reviewing design outputs, ensuring brand consistency, and maintaining quality through to delivery.
- Collaborated closely with multiple engineering teams, product owners, and stakeholders to align design, tech, and business objectives.
- Initiated and led personal development plans for design team members, enhancing team capability and professional growth.

## Product Designer

The Ludic Group | 2018 – 2019

Designed features and user experiences for internal tools and client-facing digital solutions, working in close partnership with cross-functional teams.

- Conducted research, created wireframes, and built interactive prototypes to validate user needs and workflows.
- Delivered polished UI designs, balancing functionality, accessibility, and brand guidelines.
- Partnered with frontend and backend engineers to ensure seamless handoff and high-quality implementation.
- Ran user testing sessions and incorporated feedback into iterative design improvements.
- Supported the QA process by identifying design and usability issues before release.

## Designer

The Ludic Group | 2015 – 2017

Designed visual communications, marketing collateral, and digital experiences for major global clients under the Creative Director's leadership.

- Produced engaging event materials, interactive infographics, complex visual models, and learning content aligned to client brand standards.
- Developed strong skills in visual storytelling, typography, layout, and digital illustration.
- Supported early web and mobile projects, contributing visual assets and UI elements for platform prototypes.
- Built a reputation for design excellence, attention to detail, and creative problem-solving under tight deadlines.

## Interests.

Outside of work, I enjoy music production and songwriting in my home studio in St Leonards, as well as collecting vinyl and discovering new artists across a wide range of genres. I have a strong affection for animals (especially my two cats), and I'm passionate about film, food, gaming, and walks in the woods.

## Qualifications.

**BA (hons) Illustration:** Norwich University of the Arts  
**Foundation diploma in art and design:** York College

**A Level:** Art, Product design, English, Film studies:  
Fulford School (York)