



# Luke Watson

## LEAD PRODUCT DESIGNER

UI / UX - MOBILE / WEB / TV

## About me

Lead Product Designer specializing in UI design, design systems, and creative direction, always with a user-centered design (UCD) approach.

With 20 years of experience in design, I have worked on a diverse range of projects—from creating CD cover art for Snoop Dogg at Universal Music to leading the redesign of Thames Water's website, where I developed their new design system from the ground up.

For the past decade, I have specialized in digital product design, focusing on user interface design for clients ranging from startups to FTSE 100 companies. My expertise spans multiple industries, including finance, asset and wealth management, eCommerce, telecommunications, insurance, and energy.

## Work Experience

### LEAD PRODUCT DESIGNER

Adaptive | Mar 2025 - Jul 2025

As the Lead Product Design consultant, I worked closely with a Leading financial market intermediary to design their bespoke Repo trading platform. Tasked with creating experience maps, wireframing complex flows and designing the final screens for 3 different users groups

- Led the design of the bespoke trading platform
- Owned the design system adapted to fit the product

### LEAD PRODUCT DESIGNER - UI FOCUS

Thames Water | Jul 2021 - Mar 2025

As the Lead Product Designer, I oversaw the design of a new component library as part of a comprehensive design system. I worked closely with the brand and development teams to implement a consistent look and feel across the digital estate. I also managed two other designers to ensure consistency and maintain high standards.

- Led the redesign of the new design system
- Led the redesign of the signed-in "My Account" "View and Report a Problem"

### SERVICE DESIGN PROTOTYPER - VICE PRESIDENT

J.P.Morgan : Assets and Wealth Management | Jun 2019 - Jul 2021

I led the prototype and testing phases of new initiatives developed by the Service Design team in Asset and Wealth Management (AWM).

I assisted in creating blueprints and synthesizing customer pain points with business goals. I collaborated with business partners to transform requirements into tangible prototypes for testing and iteration, helping to move these initiatives from design to build.

- Led the design of the Service Architecture and Strategic Solutions
- Led the product design of the client onboarding prototype

## Tools

Figma  
Spline  
Webflow  
Miro  
Principal  
Photoshop  
Illustrator  
Adobe XD  
Sketch  
Zeplin  
InVision  
After effects

## Process

Journey Mapping  
Wireframing  
Concept sketches  
Screen design  
Interaction Design  
Prototyping  
Micro interactions  
Animation  
3D modelling  
Usability Testing

## Qualifications

### BA HONS DEGREE : 2.1

Digital Media Production  
University of the Arts London

## Interests

All things Design  
Carpentry  
Snowboarding  
Keeping fit

## Contact

07771661224

lukewatson78@gmail.com  
Location: London

## Portfolio

[www.lukewatson.design](http://www.lukewatson.design)

## LEAD PRODUCT DESIGNER

Schroders : Assets and Wealth Management | May 2017 - Jun 2019

Oversaw multiple design projects from business management dashboards to mobile apps. Also played a key role in helping to re-design their digital design language. Working with senior stakeholders, engineers, BA's, product managers, and designers to create great products which focused on users needs. Working in an Agile focused environment.

- Led the design for the Schroders Lens iOS mobile app
- Oversaw the design of the Schroders Business Management Dashboard
- Played a key role in the design and management of their new component library and design system

## LEAD PRODUCT DESIGNER

Hubbado | May 2016 - May 2017

In this role, I was responsible for overseeing the user experience, leading the creative direction, and developing the visual design language for the Hubbado brand and digital products.

## LEAD UI DESIGNER : MOBILE

Farfetch | Jun 2015 - Jul 2016

I helped create a strong visual design language for the native iOS mobile space and led the visual direction for the Android mobile Discover app. I oversaw and created consistent interactions and animations, strengthening both the product and brand. I also managed two designers to ensure consistency and maintain standards across the app's design.

## LEAD UI DESIGNER : MOBILE

Tesco | Jun 2013 - Jun 2015

I helped shape the visual design language of the Tesco grocery app across iOS and Android for mobile and tablet. I led a team of four visual designers based in the UK and India and worked closely with product, UX, and development teams to continually evolve the grocery app. I refined existing interactions and introduced new ones across multiple devices to maintain a consistent user experience.

- Led the UI design for the Tesco grocery Android mobile app (2.5M downloads)
- Led the UI design for the Tesco grocery Android tablet app (1M downloads)
- Played a key role in designing the Tesco grocery iPad app
- Oversaw the development of the international grocery app

## SENIOR UI DESIGNER

Vodafone | Aug 2014 - Jul 2015

I was responsible for visual design and innovation across web, mobile, and TV applications. I implemented the design language across various Vodafone products and services, prototyping user journeys, and animating interactions to create clear and intuitive user interfaces.

- Designed the UI for Vodafone's AppSelect Android tablet app
- Designed the UI for Vodafone Cloud Smart TV web app
- Planned and delivered visual assets and documentation for various Vodafone products

## SENIOR DESIGNER

ASG SPARK | Sept 2010 - Jul 2012

I pitched, conceptualized, and designed creative concepts for the film and gaming industry, creating DVD cover, animated microsites, and digital campaigns.

## DESIGNER - SENIOR DESIGNER

Universal Music International | Jun 2005 - Aug 2010

Conceptualized and designed a wide range of music-related promotional materials, including album and single covers, posters, merchandise, animated microsites, and digital campaigns. Managed, and art directed two full-time designers, as well as freelancers and external agencies, on a regular basis.



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