Curtis Lee

Senior Product Designer | Nottingham, UK (Remote/ Hybrid)

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Senior Product Designer with nearly **10 years of experience** delivering impact across **SaaS, B2B, and B2C products**. Proven track record of **partnering** with founders, engineering and product leadership to shape roadmaps, mentor designers, and optimise cross-functional workflows. Expert in building scalable design systems, facilitating Design Sprints, and leveraging **MCP-driven workflows**.

Skills

Design & Strategy: Product Strategy, Interaction Design, Visual Design, User Research, Rapid Prototyping, Usability Testing, User Flows, Design Sprints, Cross-Selling, Onboarding
Systems & Scale: Design Systems, Component Libraries, Design Tokens, Responsive Design, Design-to-Dev Handoff, Process Optimisation
Technical & Development: Front-End Technologies (HTML/CSS/JS), Webflow Development, Native Apps, AI-Assisted Workflows, MCPs, Prompt Engineering
Tools: Figma, Webflow, Cursor, VS Code, GitHub, LLMs

Professional Experience

Freelance Senior Product Designer

Self-Employed | June 2025 – Now

- **Service Offering:** I help companies validate ideas, shape products, and move faster with tailored AI workflows and a deep understanding of business and users across native and web.

Product Design Consultant

Visibly | Contract | June 2025 – September 2026

- **Enterprise Delivery:** Designed and shipped complex compliance software solutions for high-profile enterprises, including Danone, Domestic & General, Hitachi, and IKEA.
- **Design System Architecture:** Built and launched a scalable design system, drastically accelerating design-to-development cycles while ensuring product-wide visual and behavioural consistency.
- **Technical Infrastructure:** Integrated the design system with Storybook to bridge the gap between design and code, establishing a unified source of truth for engineering teams.
- **Workflow Innovation:** Created a prototyping infrastructure using MCP-assisted workflows, enabling rapid feature experimentation and validation without fragmenting design quality.

Senior Product Designer (Promoted January 2025)

Zen Educate & Zen Locum | Full-Time | December 2022 – June 2025

- **International Growth Strategy:** Partnered with PMs to conduct user research and execute design strategy for Zen Educate's US expansion, successfully scaling the platform across new states and school districts.
- **Cross-Platform Design System:** Spearheaded the creation of a unified design system using a tokenised component architecture, ensuring seamless visual and functional consistency between the web platform and native mobile apps.
- **End-to-End SaaS Delivery:** Owned product discovery, user testing, and feature prioritisation for key enterprises, including the US absence management system and the UK vetting platform.
- **Funnel Optimisation:** Redesigned the native mobile application's top-of-funnel candidate experience, delivering high-impact updates to the user onboarding, first-land welcome flows, and vetting compliance funnels.
- **Design Operations & Process:** Scaled internal output and design impact across multiple product functions by establishing standardised workflows, introducing closer design and engineering partnerships and mentoring junior design staff.

Product Designer

nuom | Full-Time | March 2021 – December 2022

- **Workshop Facilitation:** Co-led client Design Sprints and produced rapid prototypes, enabling companies to validate market fit, mitigate risk, and establish actionable product strategies.
- **Service Design & Revenue:** Launched a Webflow development service, managing end-to-end delivery from discovery workshops through to responsive front-end execution and CMS training.
- **System & Process Standardisation:** Engineered an internal Webflow style system, component library, and technical documentation, scaling build speeds while standardising development quality.

Additional Experience

Junior Product Designer | Leaf Software | February 2019 – March 2021

Online Teacher | Skillshare | September 2018 – January 2019 (“Teacher To Watch” recognition)

Student Intern / Junior Designer | Strafe Creative | October 2017 – August 2018

Graphic Design Intern | Kind | July 2017 – August 2017

Education

BA (Hons) Digital Media Design | First Class Honours

Nottingham Trent University | 2016 – 2019