Simon Barker

Senior Product Designer – 4 years' experience

Experience

Zeelo – London

Senior Product Designer (Mar 2025 – Jul 2025)

- Led design across multiple squads, supporting 20+ engineers as the sole designer on high-priority initiatives
- Drove improvements to design-engineering handoff, reducing design-related defects by 40% and accelerating delivery
- Maintained and evolved design systems across 3 products, including the transformation of a fragmented Driver app component library into a cohesive, scalable system
- Shaped Zeelo's multi-service product architecture by designing and launching new transportation service types, used across multiple markets
- Collaborated with PMs and tech leads to scope complex features, define MVPs, and coordinate release strategies informed by data insights, user feedback, and business needs

Product Designer (Jul 2022 – Mar 2025)

- Defined scalable, data-driven design solutions for international markets, including the launch of the new Shuttles service model in the US
- Designed and shipped a finance dashboard for managing client fees, margin, and supplier costs, replacing manual spreadsheets to improve scalability and operational efficiency
- Owned critical parts of Zeelo's product suite, including live trip monitoring, contributing to a 45% drop in incident response times across 1,000+ daily trips
- Implemented key safety and compliance-sensitive features, including child safeguarding measures, secure boarding methods, and automated geofence-based event triggers

Junior Product Designer (Apr 2021 – Jul 2022)

- Designed high-impact features end to end, including a trip rating system, in-app timetable, and new payment methods
- Built a comprehensive design system for the Rider app covering components, layout, typography, icons, and interactions
- Drove the implementation of multi-language support for the mobile apps to support inclusivity
- Delivered a unified colour palette across products, enabling dark mode and improving brand consistency
- Facilitated workshops, presented in design reviews, and supported QA to identify & resolve design defects before release

KP Group – Newbury, Berkshire

Graphic Designer (Dec 2016 – Mar 2020)

- Led in the design, development and implementation of hundreds of graphic design projects and campaigns, big and small
- Adhered to specific design and print specifications
- Constructed and delivered presentations/proposals to clients based on their design and marketing objectives
- Made design revisions based on client feedback and review
- Worked to multiple deadlines, and ensured client satisfaction was achieved

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Education

UX Academy

Designlab (8 months)

An intensive online program that teaches in-demand UX / UI design skills through a variety of short article lessons, hands-on projects, and 1-on-1 expert mentorship.

UX Foundations

Designlab (4 weeks)

An introductory course and prerequisite for UX Academy – an online program that teaches visual and UI design skills.

Coding for Beginners

Udemy (11 hours)

An online comprehensive course that teaches the coding fundamentals, from the ground up.

Skills

- UX / UI design
- UX research
- Visual design
- Interaction design
- Agile development
- User testing
- Illustration
- Wireframing
- Design systems
- Prototyping
- Accessibility design
- System thinking
- Branding
- Data synthesis
- Copywriting
- Product strategy

Tools

- Pencil & paper
- Figma
- Sketch
- FigJam
- Miro
- Jitter
- MailChimp
- Adobe Photoshop
- Adobe Illustrator
- Phrase
- Webflow
- ChatGPT