



## ABOUT ME

I'm Michael (or Mike), a London based product designer who is passionate about creating digital products, visual experiences and design systems to drive business growth and improve lives for end users.

## EXPERIENCE

### Product Designer (In-house) – EV Charging & Energy Platform

London, UK / November 2025 – Present

- Lead App Designer for the new customer app, delivering the transition from a legacy platform serving 250,000 users.
- Worked day to day with the New Customer App squad (developers, product engineering manager, and product owner) to design, build, and ship parity features including charge priority, guest sharing, and remote lock.
- Delivered new functionality such as Enode integration and adding a customer vehicle from concept through to release
- Collaborated with the Installer App squad to improve UX and interaction patterns, aligning experiences with the evolved design system and consistent UI standards

### Senior Product Designer (In-house) – Cuckoo Broadband

London, UK / November 2023 – October 2025

- Cuckoo is a challenger broadband startup aiming to be the UK's most loved internet provider.
- I maintained and evolved Cuckoo's design system (Yolk) while leading the design of front-end and customer-facing digital experiences. I am also a member of the Data Squad, supporting teams with data protection best practice, risk awareness, and GDPR compliance across projects.
- Designed the Cuckoo's new customer sign up journey, plus the customer Account portal (My Account) and supporting designs for Cuckoo's new mobile app and marketing website updates.

#### Recent notable feature:

- **Redesigned Cuckoo's My Account UI to simplify broadband management, drawing on empathy mapping and service log analysis to reduce support tickets by 28% and boost task completion by 45%.**
- **Redesigned the end-to-end customer join flow to boost conversion rates and supporting Cuckoo's growth to 1M+ customer.**
- **Brought My Account to a scalable app experience, achieving 92% positive onboarding feedback and 5.9% MoM increase in daily active users.**
- **Launched a new refer a friend journey on Cuckoo's web and app, generating 500+ sessions in week one with a 31% bounce rate and 6-minute average session time.**

## Contact

michaelkdesigns@outlook.com  
07848456206  
London, UK

## Portfolio

<https://mkdesigns.design/>

Portfolio password:  
19921

## Socials

dribbble.com/Michaelkola

## Education

Middlesex University  
2011-2014  
BA in Graphic Design /  
Visual Communication

Kingston College  
2009-2011  
BTEC National Diploma  
Graphic Design

## Tools

Figma  
Adobe Suite  
Sketch  
Webflow  
Notion  
Jira

## Skills

UX/UI Design  
Design systems  
Wireframing  
Research  
Accessibility  
Visual design



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### UX Designer (Agency) – MedicoDigital

London, UK / September 2023 – September 2023

- MedicoDigital is an award-winning healthcare marketing agency making health information more accessible online.
- Focused on user experience to optimise websites and applications for healthcare professionals and patients, aiming to improve engagement and conversions.

### UX/UI & Brand Designer (In-house) – Melios Health

London, UK / January 2023 – September 2023

- Melios health provides online private neurodevelopmental services through our expert clinical ADHD and autism assessments.
- Led design efforts across customer-facing interfaces while shaping and scaling Melios evolving design system.

### Senior Digital Designer (In-house) – Healios

London, UK / March 2022 – September 2023

- Healios is an online mental health, autism and ADHD service provider for children, young people and families.
- I designed digital health experiences and developed the design system to support accessible, customer-first journeys for young people, families, and clinicians.

### Junior Creative Designer (In-house) – Indian Ocean

London, UK / February 2018 – March 2022

- Indian Ocean design and make superior collections of luxury outdoor furniture.
- Designed new website pages, product specifications, and the live chat journey for Indian Ocean's digital experience.

### Designer (Personal Freelance Brand) – Perry&Co Creative

London, UK / January 2014 – September 2023

- Created brand identities and designed interactive content including email templates, social media assets, ebooks, and campaign visuals. Supported marketing and product teams with design guidance, and collaborated with agencies on CRO audits, UX design, and brand development projects.

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