

# Jacob Osborne

UX/UI Product Designer

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## PROFILE

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UX/UI Product Designer with a First-Class degree in Industrial Design from Brunel University London and three years of experience designing digital products across gaming, fintech, and consumer applications. Skilled in Figma, design systems, prototyping, and accessibility, with a strong foundation in user-centred design built across real shipped products. Background in industrial design brings a rigorous, systems-thinking approach to interface design. Experienced working directly with developers, senior stakeholders, and cross-functional teams to deliver coherent, scalable digital experiences.

## EXPERIENCE

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### **Rapidfire Unicorn Ltd** *Aug 2024 - Present*

*Brand & Content Lead / UX Designer | London*

- Designed UX/UI and in-game experiences for Hotshot, a gaming platform built on the FTG (Fast Transaction Gaming) protocol, with a focus on usability, engagement, and player experience.
- Built and expanded design system components across Hotshot game UI and FTG Central, creating a scalable and maintainable component ecosystem.
- Contributed to game design decisions including mechanics, interaction flows, and user journey mapping.
- Increased conversion rates by 8% through analytics-led design changes using Mixpanel data.
- Translated complex technical concepts (blockchain-based gaming infrastructure) into clear, accessible interfaces and content for developers and non-technical audiences.
- Led visual identity, brand, and content output across the company's products and platforms.
- Managed partnerships and stakeholder relationships; represented the company at GDC 2026, building relationships with senior industry figures.
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### **Planet Computers Ltd** *Aug 2023 - Aug 2024*

*UX/UI & Industrial Designer | Sloane Square, London*

- Designed responsive interfaces and scalable Figma component libraries for an AI-generated wallpaper service, with clear developer-facing documentation.
- Expanded and maintained a design system ecosystem used across multiple products, ensuring consistency and long-term scalability.
- Simplified complex back-end monetary workflows through UX redesign, improving usability for non-technical users.
- Designed UX and visual interfaces for in-game maps and UI, applying WCAG accessibility standards across devices.
- Collaborated closely with developers, senior designers, and the CEO to align design intent with technical constraints, communicating rationale to mixed audiences.
- Produced packaging, 3D renders, and event materials for product launches alongside digital UX work.

### **Powerflex ETPG Ltd** *Sep 2021 - Sep 2022*

*Designer / Engineer Intern | Uxbridge, London*

- Produced product visuals, photography, and promotional video content to support marketing and internal communication.
- Communicated design and technical information across engineering, production, and management teams, bridging technical and non-technical stakeholders.
- Supported 45+ weekly product releases, coordinating cross-functionally to meet delivery deadlines.
- Produced CAD models, technical drawings, and manufacturing documentation.

## EDUCATION

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### **Brunel University London** Sep 2019 - Aug 2023

BA (Hons) Industrial Design & Technology with a Year in Industry - **First Class**

*Relevant modules: UI & UX Design, Advanced Design Innovation, Systems Design, Design Innovation & Management Processes*

### **Brunel University London** Sep 2019 - Aug 2023

BA (Hons) Industrial Design & Technology with a Year in Industry - First-Class

### **Simon Langton Grammar School for Boys** Sep 2012 - Sep 2019

**A-Levels:** Design & Technology (**A**) Physics (**C**) Art (**B**)

**GCSEs:** Maths (6) English Lit (5) English Lang (5) Physics, Chemistry, Biology, Design, Geography, Art (**A**)

## SKILLS

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**Design Tools:** Figma (design systems, prototyping, component libraries), Sketch, Zeplin, Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom)

**UX/UI:** Interaction design, wireframing, user flows, prototyping, accessibility (WCAG), component libraries, design systems

**Research & Analysis:** User-centred design principles, analytics-led iteration (Mixpanel), stakeholder presentation

**Digital:** HTML, CSS, JavaScript (working knowledge), Figma library creation

**AI-Assisted Workflows:** Generative and AI tools integrated into creative and technical workflows to enhance output and efficiency

**Soft Skills:** Cross-functional collaboration, developer handoff, stakeholder communication, fast learner, adaptable

## AWARDS & ACHIEVEMENTS

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**Best App of the Year 2023** - Brunel Design School Made in Brunel

**Design Challenge Winner 2023** - Central Research Laboratory

**First Class Honours** - Brunel University London