

Jess Bird

Product Designer

A designer with 5+ years experience shaping enterprise SaaS, B2B, and consumer products. Skilled in simplifying complex workflows, strong stakeholder collaboration, and end-to-end delivery.

EXPERIENCE

AND Digital / UX Designer

2021 - PRESENT, LONDON / REMOTE

Worked as a consultant across SaaS projects, public sector, and B2B products to deliver end-to-end UX from research and strategy through to design and testing.

■ Department for Education / User Researcher (6 MONTHS +)

Generated insights from user research that shaped policies across multiple incubator initiatives.

■ Robert Walters / UX Designer - AI Enterprise Chatbot (3 WEEKS)

Designed concepts and flows for an AI chatbot and prompt library, helping recruiters streamline workflows.

■ Mars Wrigley / UX Strategist - B2B Loyalty Scheme (1 MONTH)

Mapped user journeys and delivered strategic recommendations that aligned stakeholders and shaped product roadmap decisions.

■ WTW / UX Designer - Enterprise SaaS Platform (9 MONTHS)

Delivered MVP journeys and reusable design patterns for a global platform, reducing operational costs and centralising data access. Embedded ways of working and design practices into a new design team.

■ Aviva / UX & UI Designer - B2C App (1 YEAR)

Delivered accessible UI components for app redesign and replatforming, tripling satisfaction targets and scaling logins from 70k to 2.7m

■ Robert Walters / UX Designer - Enterprise SaaS Platform (1 YEAR)

Led the end-to-end design and delivery of billing workflows for a global recruitment CRM, reducing costs by 30% and improving collaboration.

RELAYTO / Design & Business Intern

JANUARY - SEPTEMBER 2018, LONDON / REMOTE

Designed interactive client presentations and supported product testing at a document-experience startup, contributing to successful pitches and mentoring fellow interns.

Atos / Design Intern (Summer Internships)

JULY - SEPTEMBER 2016, LONDON

Enhanced staff onboarding by refining training workflows, running employee inductions, and creating an intranet training hub.

JUNE - AUGUST 2015, LONDON

Improved the UX and information architecture of intranet spaces, increasing engagement and earning an Atos award.

jess-bird.com

Password - PenAndPaper

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SKILLS

Research: User Interviews ▪

Workshops ▪ Usability Testing ▪

Journey Mapping ▪ Affinity Mapping ▪

Heuristic evaluations ▪ Competitor

Analysis ▪ Surveys ▪

Design: Wireframing ▪ Prototyping ▪

Design Systems ▪ Service blueprints ▪

Experience Mapping ▪ Accessibility ▪

Tools: Figma ▪ Miro ▪ Jira ▪

Confluence ▪ Lucid ▪ Agile delivery ▪

Personal: Strategic problem solving

▪ Stakeholder management ▪

Workshop facilitation ▪

Cross-functional collaborator ▪

EDUCATION

Loughborough University London /

MSc Design Innovation Management

2018 - 2020, LONDON

University of Lincoln / BA(Hons)

Graphic Design

2014 - 2017, LINCOLN

INTERESTS

Currently exploring a different type of creative problem-solving through home renovation projects.