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# Courtney Mclean

– Principal Product Designer

*Experience Design Portfolio*

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## About

I'm a **Senior Product Designer** with over 20 years' experience designing digital products and experiences for major brands. I specialise in UX and UI, with strong knowledge of brand, strategy, and delivery. I've led projects across multiple sectors—from first idea through to launch.

Alongside product and UX design, I also lead strategic design work that looks beyond the screen—using research, systems thinking, and co-design to help public sector and civil society organisations tackle deeper structural challenges.

I've lead UX and visual design teams across a mix of projects—from mobile apps and SaaS platforms to e-commerce and responsive websites.

# Capabilities

## Discovery and Research

- Competitor and Market Analysis
- Visual Benchmark
- Analytics Audit
- Usability and Accessibility Review
- Stakeholders Interviews and Workshops
- User Interviews and Surveys
- Research Synthesis

## UI Design

- Design Language Development
- Website and App Design
- Product Visualisation
- Interaction and Motion Design
- Design Systems and Guidelines
- Design Direction
- Prototyping

## UX & Service Design

- Customer and User Persona
- User Story and Flow
- Customer Journey Map
- Service Blueprint
- Value Proposition Canvas
- Sitemap and Informational Architecture
- Content Inventory and UX Writing
- Wireframing
- Usability Testing

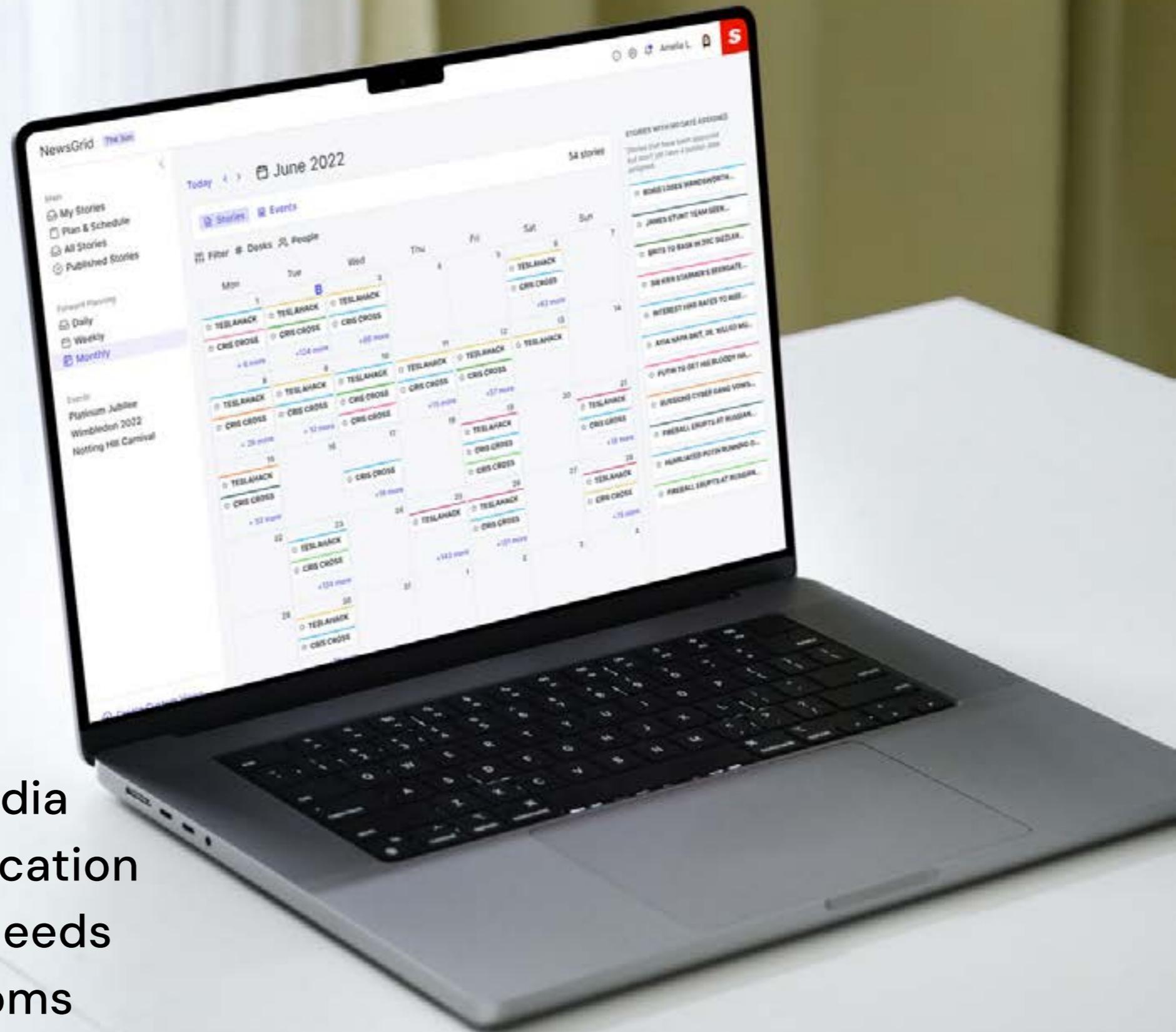
## Design Leadership

- Product Strategy
- Team Development
- Process & Operations
- Cross-functional Impact

# Case studies

News UK –

An editorial and media planning SaaS application responding to the needs of multiple newsrooms



## News UK

News UK delivers a diverse mix of print and digital content, combining trusted journalism with innovative storytelling to engage audiences across the country and beyond.

## Services I provided

- Facilitation and participatory design
- Usability and accessibility review
- User research and interviews
- Usability testing
- Site map & information architecture
- Journey Mapping
- Design system
- Wireframing & prototyping
- Product Design

## The client

News UK is home to some of the most influential media brands in the English-speaking world, including The Times, The Sunday Times, and The Sun. Their newspapers, apps and digital platforms reach over 30 million people every week, covering everything from breaking news to long-form investigations.

## The challenge

I joined as Head of UX Design for the Content Platforms team, with a remit to improve the tools used across several newsrooms. Many of the existing systems were outdated, fragmented, or inconsistent, and editors were struggling with inefficient workflows that slowed down the fast pace of publishing.

My responsibilities included identifying the friction points in current tools and processes, rethinking the experience from the ground up, and mentoring a team of UX and visual designers to deliver research-driven improvements.

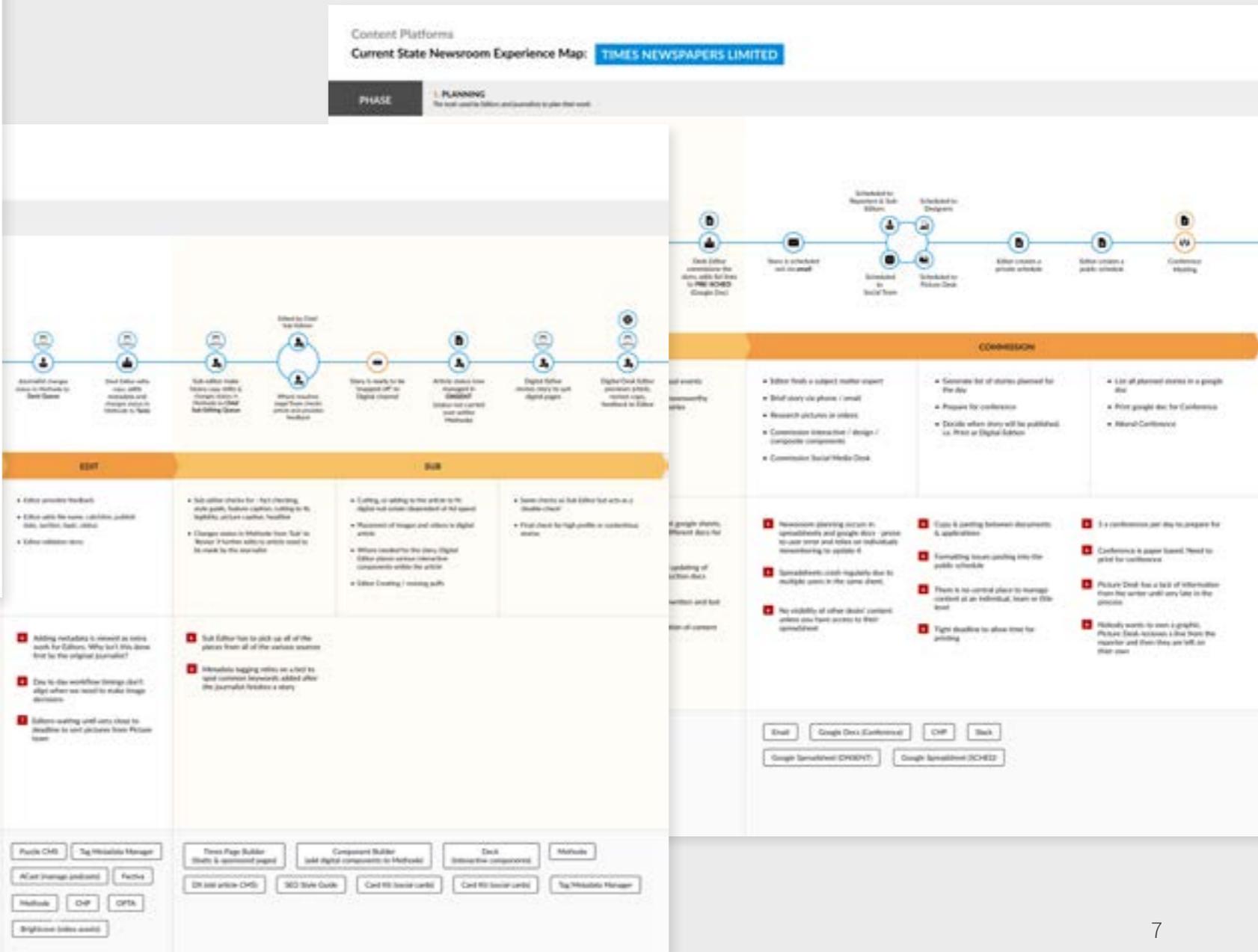
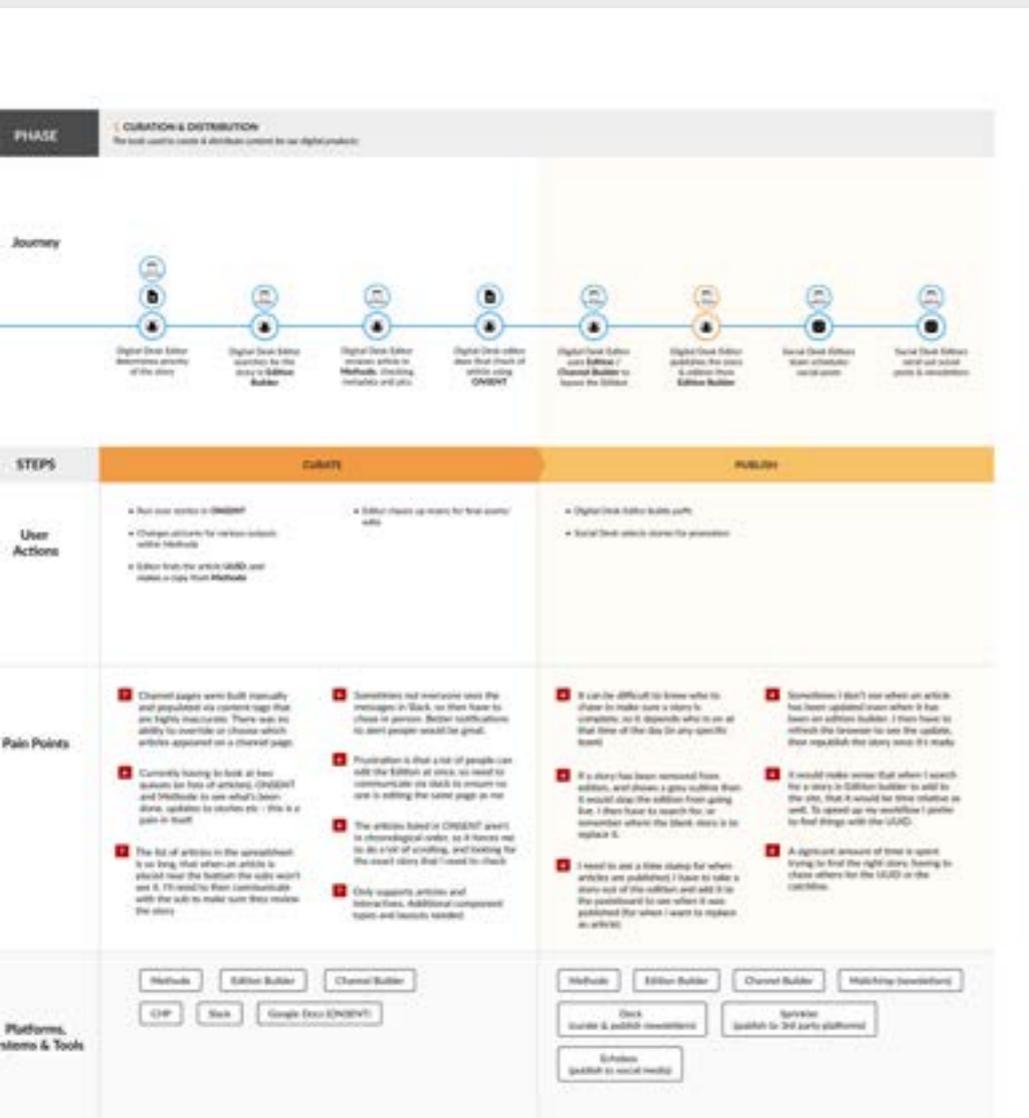
## The solution

Early on, it became clear that content planning was a major challenge. Covid-19 forced news teams to work remotely, relying on fragmented spreadsheets and Google Docs to coordinate daily stories.

To solve this, I designed and rolled out NewsGrid for The Sun and The Times. The platform streamlined editorial and media planning, letting teams manage story schedules, publishing timelines, and cross-channel distribution in one place. By cutting operational friction, journalists could focus on creativity and storytelling, while the tool also supported strategic media planning across print and digital channels.

I adopt a co-design approach within my design practice whenever possible, actively involving key stakeholders and end-users in every stage of the design process.

Through workshops, feedback sessions, and iterative prototyping with various users of the newsroom, from freelance journalist to Editors-in-Chief, I led a number of workshops that enabled us to dissect the intricacies and workflows of the news business and mapped out comprehensive internal processes, to understand the requirements at depth and scale.



Main

- My Stories
- Plan & Schedule
- All Stories

Forward Planning

- Daily
- Weekly
- Monthly

Today < > ☀ May 11th

Stories Events

54 stories

Filters Decks People

11 AM 3 stories

☆ BORIS JOHNSON ON CHARM OFFENSIVE WITH PRESIDENT XI JINPING WITH PHONECALL TO ENCOURAGE CLIMATE COMMITMENTS AHEAD OF COP (WATCHING)

Published: May 9th at 11 a.m. GMT

[Home](#) [Firas Khawaja](#)

☆ CANELO ALVAREZ FALLS TO SECOND CAREER DEFEAT AS DMITRY DIVOL STUNS MEXICAN STAR TO DEFEND WBA LIGHT HEAVYWEIGHT TITLE

Published: May 9th at 11 a.m. GMT

[Home](#) [Firas Khawaja](#)

☆ ARSENAL 'TURN ATTENTION BACK TO JUVENTUS STAR ARTHUR TRANSFER TO BOLSTER SHAKY MIDFIELD' AFTER FAILING IN JANUARY SWOOP

Published: May 9th at 11 a.m. GMT

[Home](#) [Firas Khawaja](#)

12 PM 5 stories

UNASSIGNED STORIES

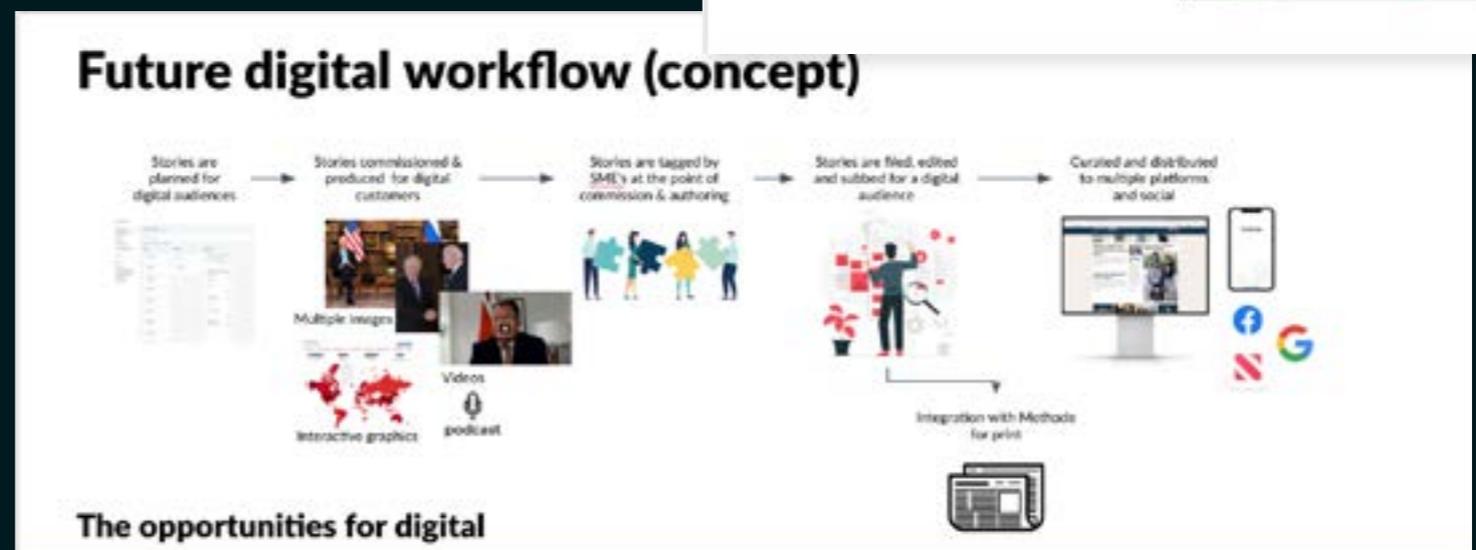
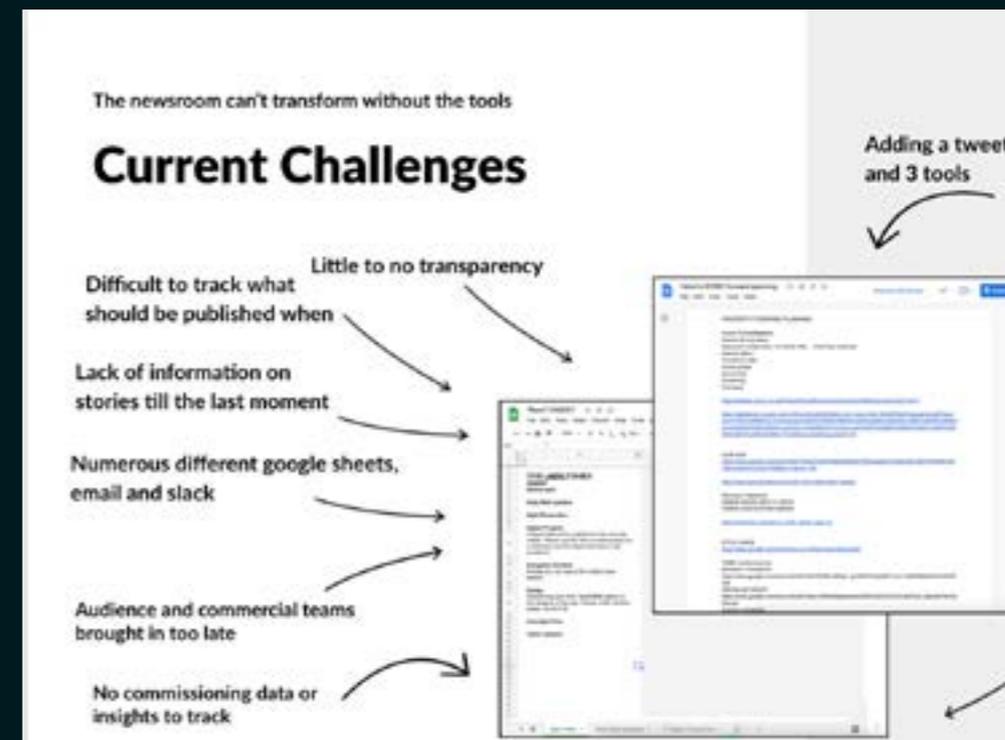
Stories that have been approved but don't yet have a target publish date or time assigned

Latest stories All

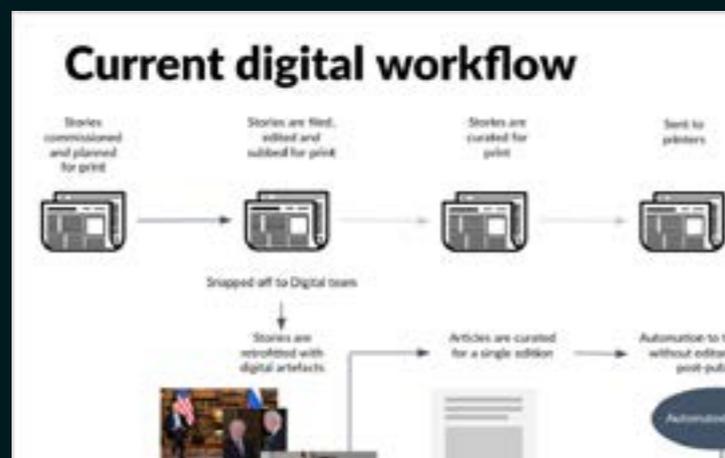
- Juventus stars accidentally share snap of Bonucci naked...
- Man Utd legend Gary Neville makes Arsenal against Totten...
- Matt Lucas reveals amazing 175/1 winning bet after Nkechi...
- Bayern star Kingsley Coman shown straight red card in 95L...
- Man City 5 Newcastle 0: Guardiola and Co put one ha...
- Juventus stars accidentally share snap of Bonucci naked in...
- Anthony Joshua goes jet-skiing and shows off huge ripped ba...
- Canelo Alvarez falls to second career defeat as Dmitry Divol...

It's so important to get close to the real work when designing tools for journalists and internal teams. By digging into the day-to-day details of how stories get commissioned, written, edited and published, we were able to uncover the small but meaningful moments that were slowing people down.

A big part of my role was also making internal processes visible. Newsrooms are fast, complex environments, and many of the challenges aren't written down anywhere—they live in habits, workarounds and pressure points. By mapping workflows and surfacing where things broke down or became repetitive, we could clearly see both the pain points and the opportunities to make their tools more supportive, efficient and intuitive.



- Flexible publication times based on the audiences targeted
- Forward planning, including updates for evolving stories
- Track which platforms a story is planning to target with insights on how it performed
- Stories are commissioned and produced based on the best way to tell a story, whether that's through a compelling video, listening to a more in-depth investigation on a podcast or showing an interactive graphic that visualises data.
- Tagging and metadata are applied by the subject matter experts who understand the story, its purpose and the audience its targeting.
- Story creation, production, editing and subbing are focused on creating the best story possible, leveraging the numerous creative outlets available through digital.
- Higher quality curation thanks to improved tagging, with more relevant onward journeys to aid customers in discovering the content that is most compelling to them.



Images or graphics for a story is constrained by space on a physical page.

Stories are filed, edited and subbed with the print audience and product as the target.

(Mostly) separate digital team messages the copy and images to suit the digital audience as a product, lengthening the copy to expand on a story, adding additional images, video and interactive graphics. These steps require separate tooling with many workarounds outside of Methode.

**Planning efficiency:**

Reduced time spent on content scheduling by 40–50%, replacing spreadsheets and Google Docs with a single platform.

**Collaboration:**

Improved cross-team coordination, with 90% of editors reporting faster approvals and smoother hand-offs.

**Cross-channel planning**

Streamlined coordination between print and digital channels, reducing duplicated work by 30%.

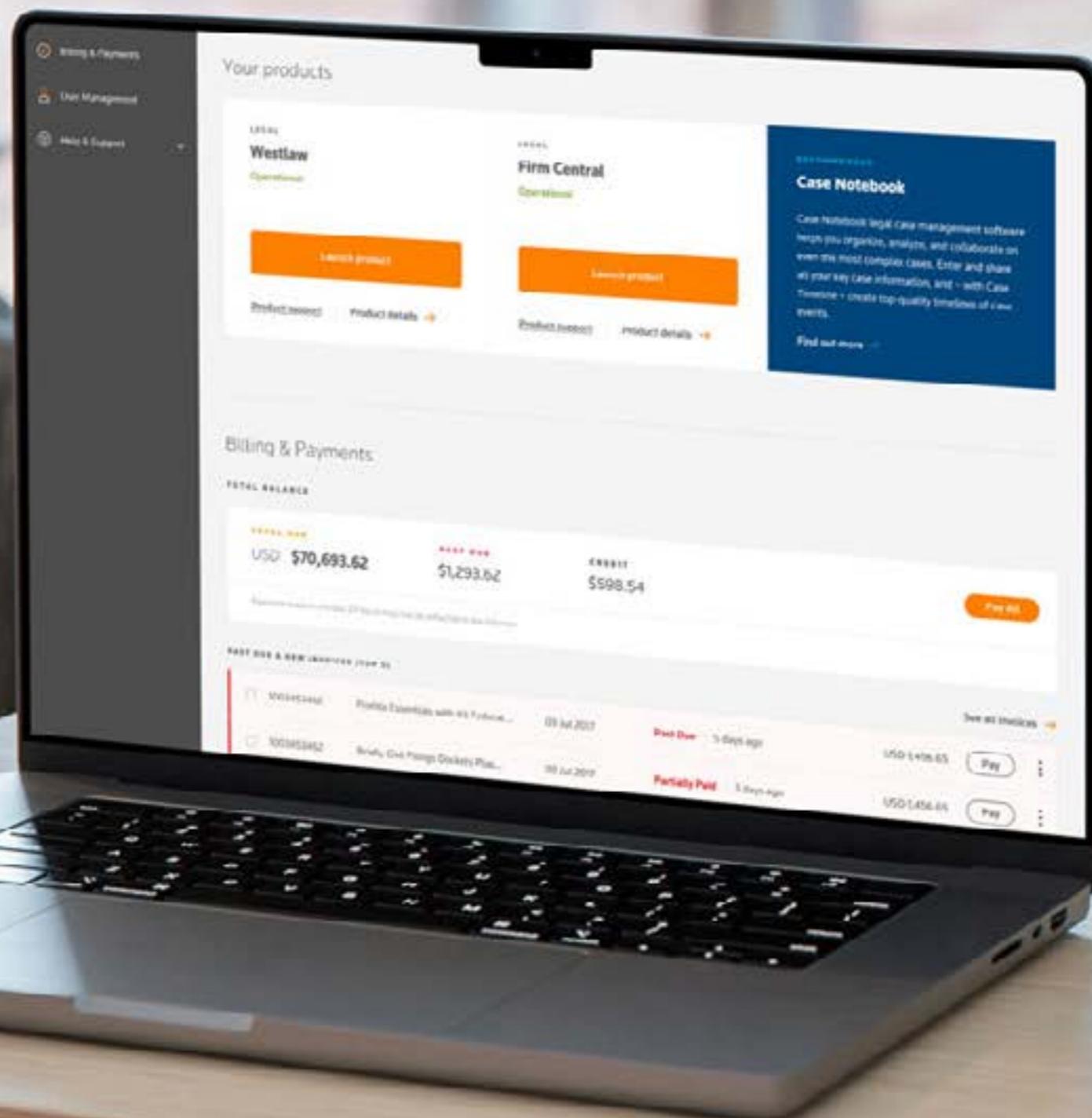
## The result

I worked closely with editors and content managers to really understand the challenges they faced and where things could be improved. Through testing ideas and creating prototypes, I designed simple, intuitive interfaces and automated workflows that made editorial planning easier, helped teams collaborate more smoothly, and saved time.

By keeping the users at the heart of the process, the application met the needs of busy newsroom teams while making their work more efficient and enjoyable—helping them plan and publish content more effectively across both print and digital channels.

Thomson Reuters –

## Transforming myTR into a seamless, user-centric hub for customers, partners, and internal teams



## Thomson Reuters

Thomson Reuters is a global leader in news and information services, providing trusted data, tools, and insights to businesses and professionals around the world.

## Services I provided

- User experience design
- Wireframe & prototype design
- Information architecture
- User research
- Design system creation
- Engineering hand-off
- Delivery support

# The client

Thomson Reuters is a global leader in providing trusted news, data, and technology solutions to businesses and professionals. Their services help organisations make informed decisions, stay compliant, and improve operational efficiency across industries worldwide.

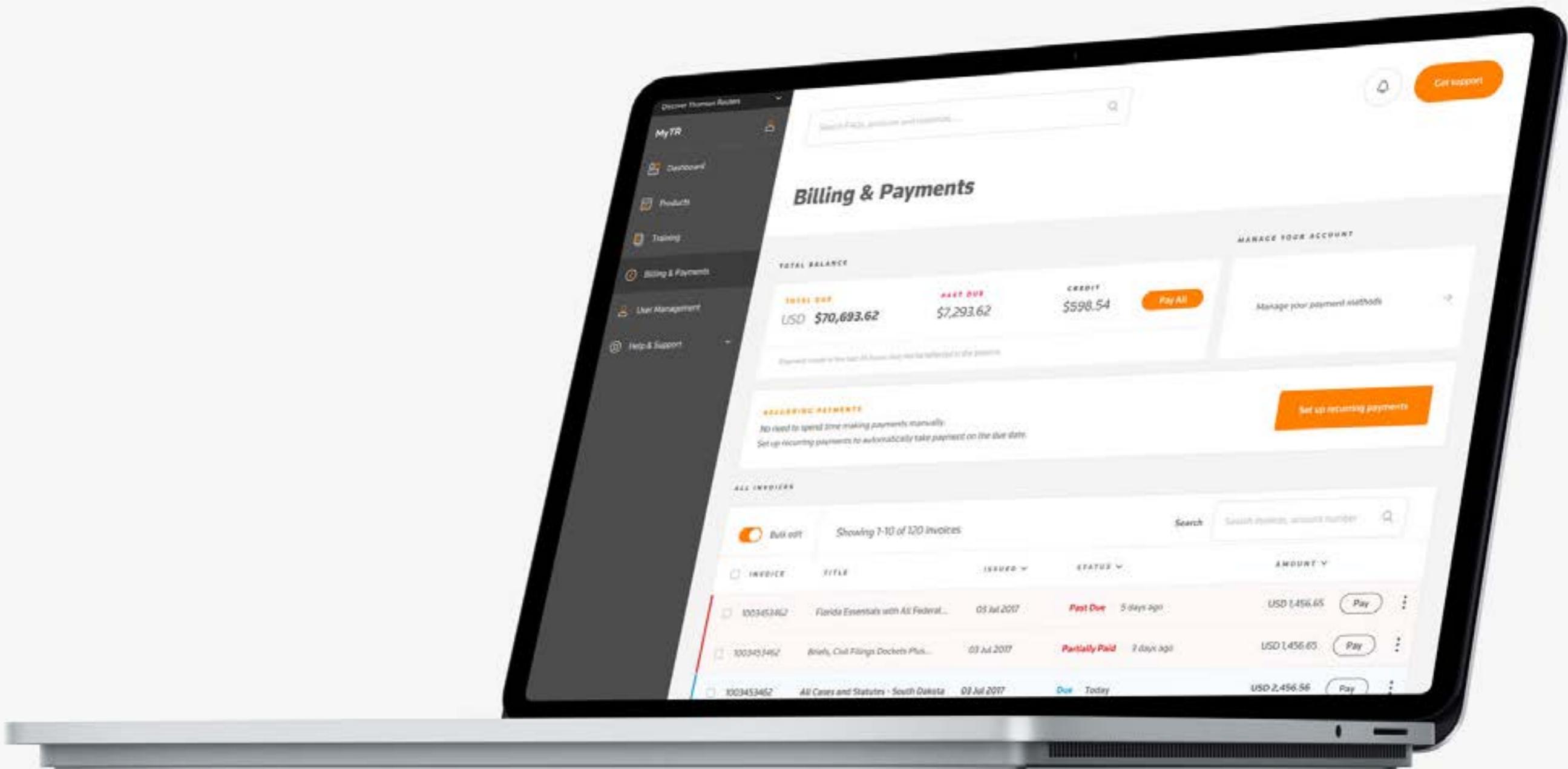
# The problem

Thomson Reuters wanted to improve their digital experience for both internal teams and clients, partners, and providers accessing its services through a self-service portal. The existing logged-in space was fragmented, difficult to navigate, and didn't fully align with the company's customer experience principles.

# The solution

I led the design direction for MyTR, a new self-service portal that delivers a secure, personalised experience. By evaluating multiple customer journeys, I redesigned the onboarding and logged-in experience with a clean, clutter-free interface.

I defined visual hierarchy, interactive states, and behaviour across devices, ensuring a consistent and intuitive experience. All designs were documented and ready for development, aligned with Thomson Reuters' brand and usability standards.



Doctor Thomas Butler

MyTR

Dashboard

Products

Training

Billing & Payments

User Management

Help & Support



Get support

## Billing & Payments

MANAGE YOUR ACCOUNT

### TOTAL BALANCE

**DUE DUE** USD **\$70,693.62** **PAID DUE** \$7,293.62 **CREDIT** \$598.54 [Pay All](#)

Manage your payment methods

### RECURRING PAYMENTS

No need to spend time making payments manually. Set up recurring payments to automatically take payment on the due date.

[Set up recurring payments](#)

### ALL INVOICES

[Bulk edit](#)

Showing 7-10 of 120 invoices

Search

INVOICE	TITLE	ISSUED	STATUS	AMOUNT	
<input type="checkbox"/>	1003453462	Florida Essentials with All Federal...	03 Jul 2017	First Due 5 days ago	USD 1,456.65 <a href="#">Pay</a>
<input type="checkbox"/>	1003453462	Briefs, Civil Filings Dockets Plus...	03 Jul 2017	Partially Paid 7 days ago	USD 1,456.65 <a href="#">Pay</a>
<input type="checkbox"/>	1003453462	All Cases and Statutes - South Dakota	03 Jul 2017	Due Today	USD 2,456.56 <a href="#">Pay</a>



**Onboarding efficiency:**

Reduced onboarding time for new users by 50%.

**Task Completion:**

Users completed tasks 30% faster on average

**User satisfaction**

Post-launch surveys showed a 40% increase in overall user satisfaction

## The result

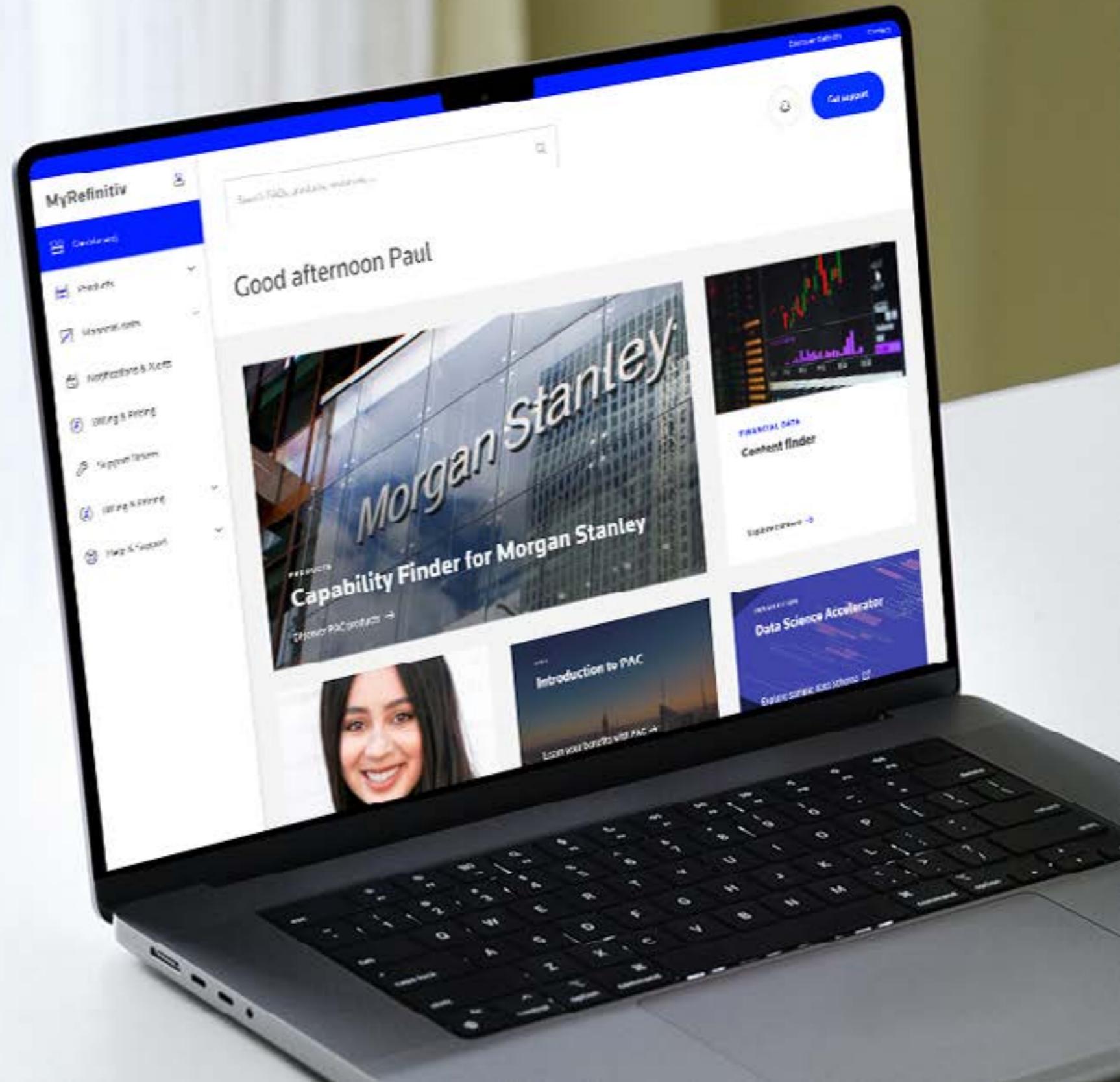
The redesigned MyTR portal significantly improved the experience for customers and partners, offering a secure, personalised, and task-focused interface. Users could navigate features more easily, complete tasks faster, and engage more effectively with Thomson Reuters' services.

Internally, the portal streamlined team workflows by reducing support queries and providing clearer visibility into customer interactions. By integrating with CRM processes, it enabled internal teams to access up-to-date customer data, monitor engagement, and manage relationships more efficiently.

This alignment between the portal and internal systems improved operational efficiency, strengthened customer relationships, and supported Thomson Reuters' broader customer experience goals.

LSEG Data & Analytics –

Designing a B2B SaaS application for one of the world's leading financial organisations.



### **LSEG Data & Analytics**

LSEG Data & Analytics is the financial data and insights arm of the London Stock Exchange Group, serving global markets with trusted tools and information.

### **Industry**

B2B SaaS, Financial Markets

### **Services I provided**

- Product strategy
- User research
- Information architecture
- User flows & journey maps
- Wireframes & prototyping
- UI design
- Design system
- Design leadership

## The client

LSEG Data & Analytics (previously Refinitiv) is a division of the London Stock Exchange Group, providing trusted financial data, analytics tools, and insights to professionals across global markets. It supports decision-making in trading, investing, risk management, and compliance, serving institutions through platforms like Refinitiv and a wide range of data-driven solutions.

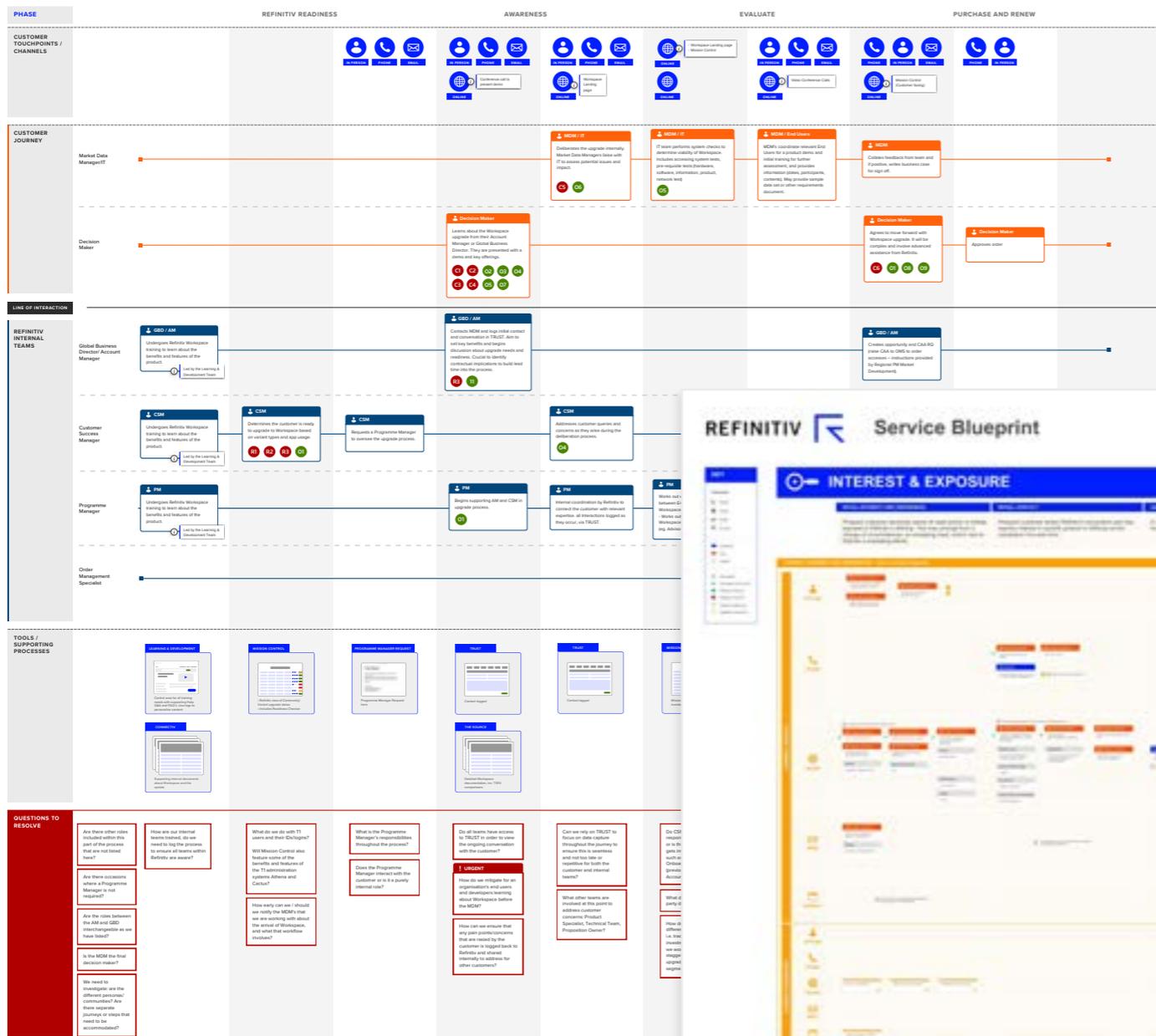
## The challenge

LSEG Data & Analytics had a wide range of legacy platforms across different parts of the organisation—each with its own login, security setup, and user experience. This meant customers often had to juggle multiple logins just to access the tools and services they needed, even within the same company. It led to confusion, friction, and a fragmented customer experience.

## The solution

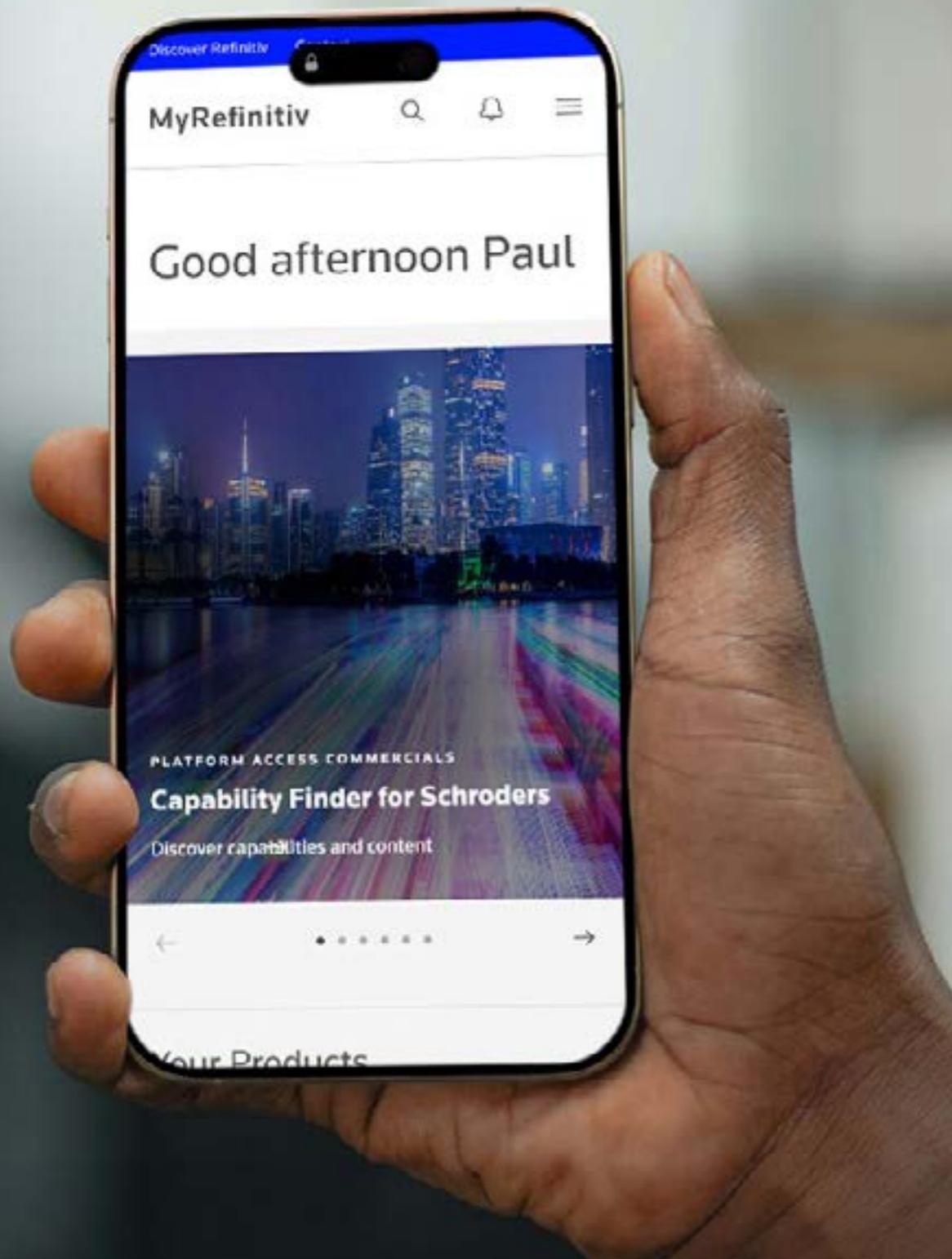
I was brought into the Finance & Risk division to help shape a more streamlined and user-friendly solution. My role focused on improving the self-serve customer portal—making it easier for clients to manage their accounts, access key services, and navigate complex financial tools, all from one place. Alongside evolving the design and UX, I supported the introduction of new features to make the platform more efficient, intuitive, and aligned with customer needs.

UPGRADING TO WORKSPACE  
HIGH TOUCH JOURNEYS: AWARENESS



- PAIN POINTS**
- CUSTOMER**
- Market Data Managers do not want to be caught unaware - they want to be first to know about Workspace to manage response
  - If agreement needs to be renegotiated, decision makers need clear visibility into commercial implications of upgrade / install - as far in advance as possible. Significant cost increases/contract implications could open door to displacement
  - Market Data Managers need to be briefed on the most significant changes to manage end user expectations and support requirements to support upgrade
  - Decision makers need clear visibility into hardware/network requirements to support upgrade
  - Recent news about the LSE / Refinitiv deal prompts questions about Refinitiv's continued support of products
  - Market Data groups within the same firm all need clear line of sight into planning requirements
- REFINITIV**
- It's difficult to manage large customers through multiple systems
  - It's hard to ensure all communication between the customer and Refinitiv is logged
  - It's essential to maintain strong lines of contact with the customer MDM, both online and offline
  - Previously had poor experiences due to lack of transparency and visibility between the different systems we use (TRUST and Service Cloud for e.g.) This causes a disjointed experience for our customer as our teams are unaware of any continued conversation with the customer
- OPPORTUNITIES**
- Mission control dashboard





**MyRefinitiv**

Search FAQs, products, resources, ...

[Get support](#)

## Eikon - Product usage

[Manage users](#) [Add user](#)

### Eikon usage summary

Capability usage | Usage by location

All locations | Last year

Users | Hours | RICs search

**699** Permitted users ▲ 02

**5636** Active hours a week ▼ 08%

**15214** RICs views a week ▲ 147

**220** Eikon Excel days used ▲ 04

Dec 2019 Jan 2019 Feb 2019 Mar 2019

### Recommend to Eikon users

INCLUDED IN YOUR PACKAGE

#### Enhance your data feed experience with World-Check One

Recommended on your current usage and included in your package at no addition cost.

[Watch demo](#)

[Request access](#) [Manage users](#)

### Eikon yearly usage

**EIKON**

Yearly usage

J F M A M J J A S O N D

**EIKON MESSENGER** Today

**85990** Messages sent 24% ▼ 12 Ullamco laboris

**47592** Messages received 8% ▲ 12 Duis aute irure

**458** Chat rooms 54% ▲ 12 Sunt in culpa

**EIKON**

Yearly usage

S S M T W T F

**EIKON MESSENGER** All locations

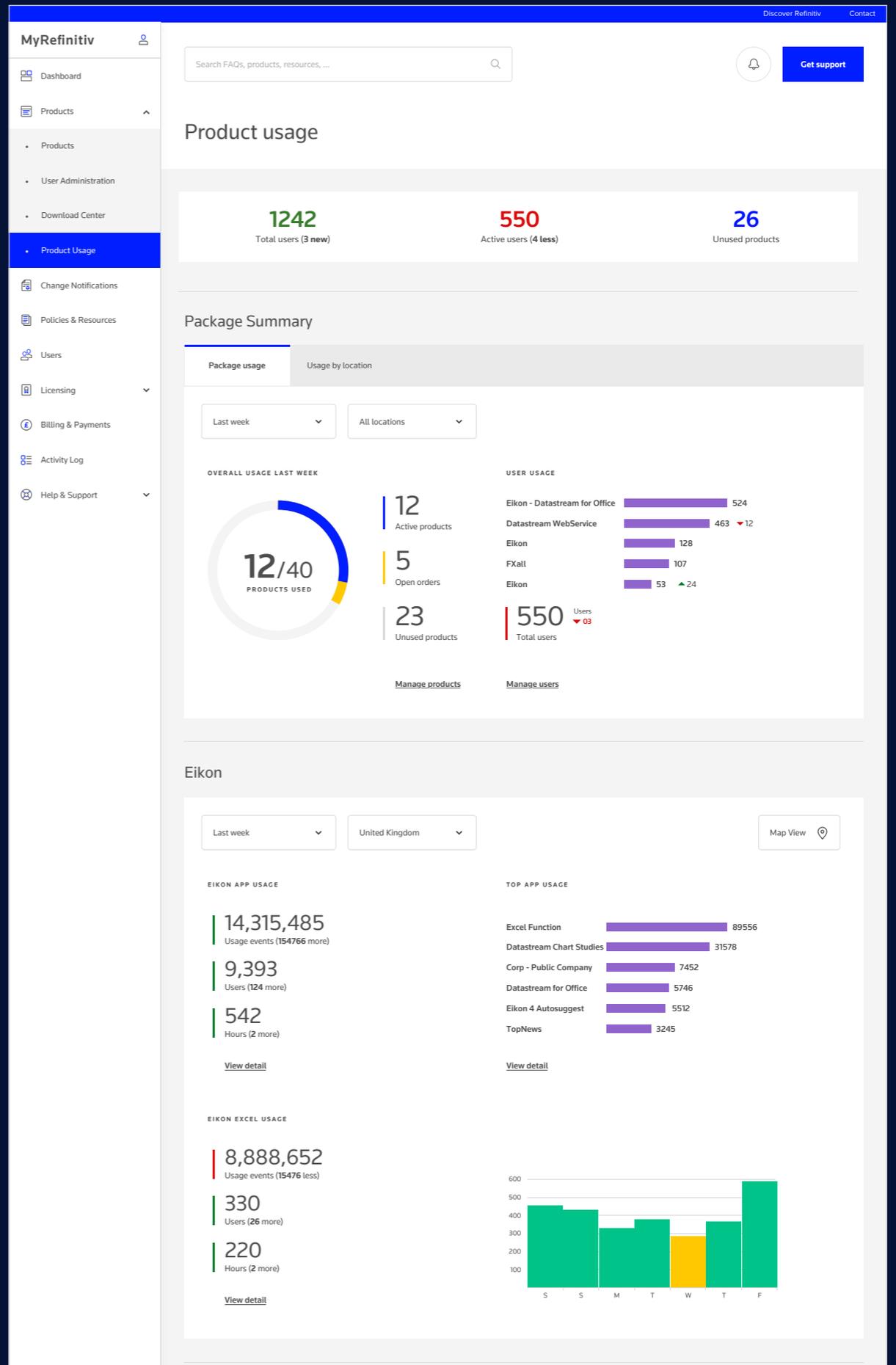
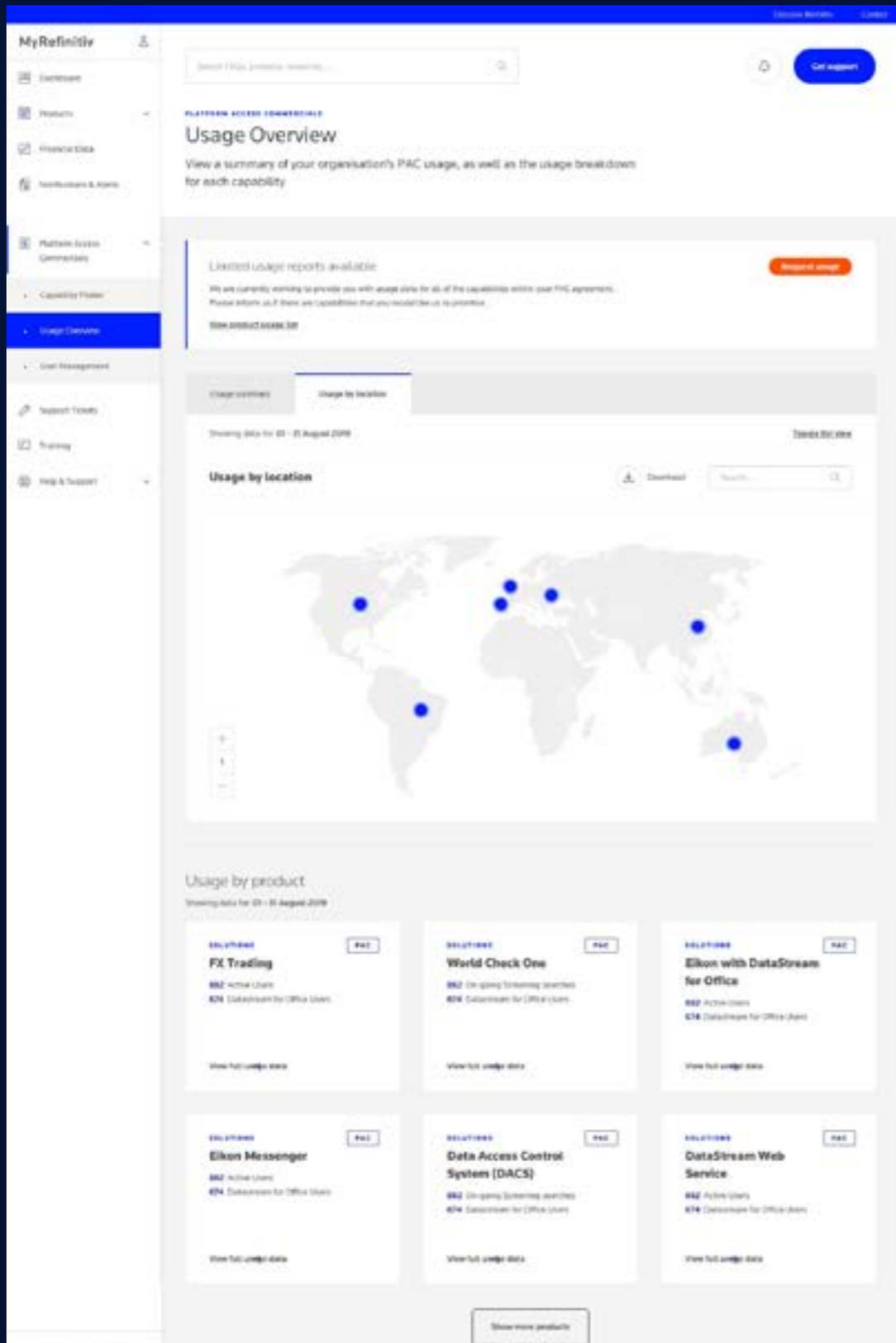
**85990** Messages sent

**47592** Messages received

**EIKON MESSENGER**

**85990** Messages sent

**47592** Messages received



**User adoption:**

Increased adoption of internal tools across teams by over 90% within the first three months.

**User Satisfaction:**

Reported improved satisfaction scores among analysts and internal teams by 35%.

**Error reduction**

Cut data entry and reporting errors by 25%.

## The result

The result was a streamlined, user-centred B2B SaaS application that significantly improved how businesses operate day to day. By conducting in-depth user research and developing detailed personas, I was able to design workflows that truly reflected users' real-world needs—cutting down manual effort and increasing accuracy.

The new interface prioritised clarity and ease of use, making the platform accessible to both new and experienced users, while data visualisation and reporting tools gave teams actionable insights to support faster, more informed decision-making.

By consolidating several legacy systems into a single, cohesive platform, I reduced complexity and improved overall efficiency. The responsive, scalable design ensured users had a consistent experience across desktop, tablet, and mobile—supporting a more flexible and collaborative way of working.

Ultimately, the work enabled users to focus less on repetitive tasks and more on strategic, high-value work—driving productivity and delivering long-term value to the business.

ASK Partners –

# Redesigning the investment experience for a real estate investment firm



## ASK Partners

ASK is a specialist property lender with a unique funding pool of high-net-worth private clients who invest in loans on a self-select basis through a digital platform.

## Industry

B2B/B2C SaaS, Real Estate Investment

## Services I provided

- Competitor analysis
- Heuristic evaluation
- Stakeholder interviews and workshops
- User research
- Information architecture
- Wireframes & hi-fi designs
- Brand design & printed collateral
- Design system
- UI design sprint planning
- UI design and prototyping
- Experience design language

# The client

ASK Partners is a boutique, specialist property lender who provide bespoke funding solutions for the real estate sector. It's funded an impressive range of high-value projects across residential, commercial and mixed-use units since its inception in 2016.

ASK Partners has now enabled over £1.4bn of lending through its 'wealthtech' platform, where institutional partners, family offices and high net-worth individuals can buy into real estate loans.

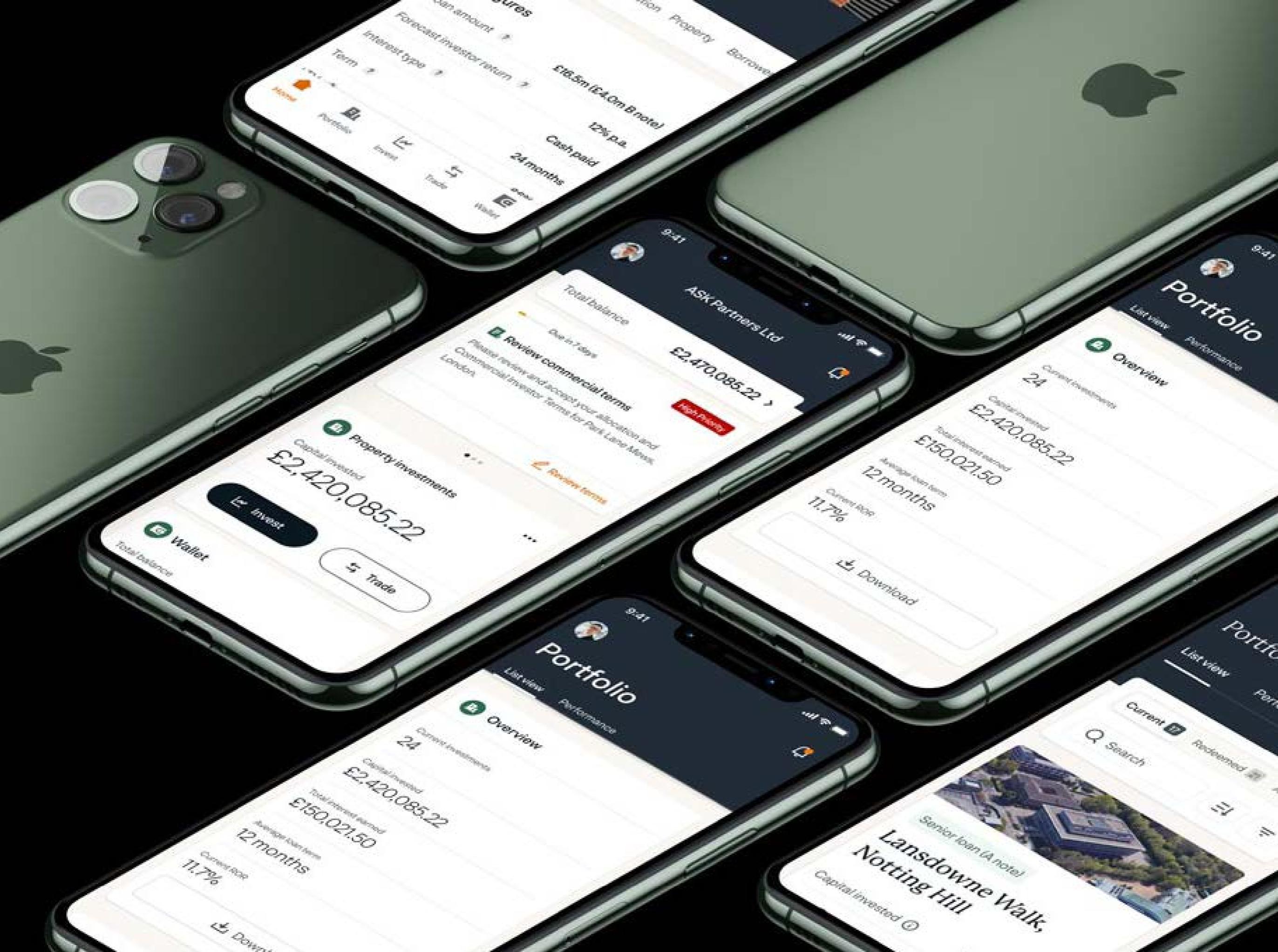
# The problem

ASK Partners recognised the opportunity to improve the experience of their investment platform whilst introducing a number of new features, so I was brought in to assist in managing stakeholder engagement, understanding user requirements and to revamp brand and product design to ensure continued relevance and competitiveness in an evolving market landscape.

# The solution

Starting with an audit of the current investment platform across multiple devices & competitor reviews, I moved quickly onto the product discovery phase to understand users' pain points and needs, whilst gathering an understanding on the priority of features that ASK wanted to introduce into the platform. This deep understanding of requirements allowed me to identify what exactly we needed to build and then validating conceptual work through early user-testing allowed me to move into a design phase where I could iterate quickly.





Investment details screen showing:

- Loan amount: £15.5m (£4.0m B note)
- Interest type: Cash paid
- Term: 24 months
- Forecast investor return: 12%



Investment details screen for ASK Partners Ltd:

- Total balance: £2,470,085.22
- Due in 7 days
- Review commercial terms: Please review and accept your allocation and Commercial Investor Terms for Park Lane 180k London
- Property investments: Capital invested £2,420,085.22
- Buttons: Invest, Trade

Portfolio Overview screen:

- Current investments: 24
- Capital invested: £2,420,085.22
- Total interest earned: £150,021.50
- Average term: 12 months
- Current IRR: 11.7%
- Download button

Portfolio Overview screen (duplicate):

- Current investments: 24
- Capital invested: £2,420,085.22
- Total interest earned: £150,021.50
- Average term: 12 months
- Current IRR: 11.7%
- Download button

Property listing screen:

- Senior loan (A note)
- Property name: Lansdowne Walk, Notting Hill
- Capital invested: £150,021.50
- Image of the property

**Workflow simplification:**

Reduced the number of manual steps in daily processes by 40%

**Engagement:**

Increased feature engagement in the portal by 35%

**User satisfaction**

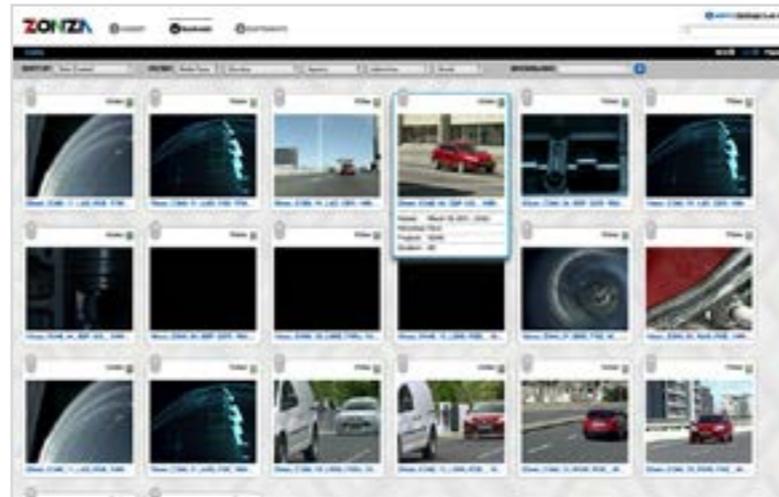
Internal teams reported a 30% increase in workflow satisfaction

## The result

I led the complete redesign of ASK's SaaS products, which encompassed their design language, digital branding, web app, and responsive mobile app, as well as the creation of a comprehensive design system. This new design system not only ensures a cohesive and consistent look across all platforms and the entire product suite but also upholds high standards of usability and sustainability. It is designed to be both professional and accessible, supporting long-term growth.

A key aspect of my work with ASK Partners was the development of a fully responsive web and mobile application. Embracing a "mobile-first" approach, I crafted an experience that seamlessly aligns with the brand's core values. The mobile app needed to display all the critical information available on the desktop app—such as investment opportunities, leads, portfolio metrics, and the personal dashboard—while maintaining a clear and intuitive interface. To achieve this, I opted for a minimalist, clean design that prioritised usability and clarity, ensuring an optimal user experience across all devices.

## Similar projects in the archive



### Zonza

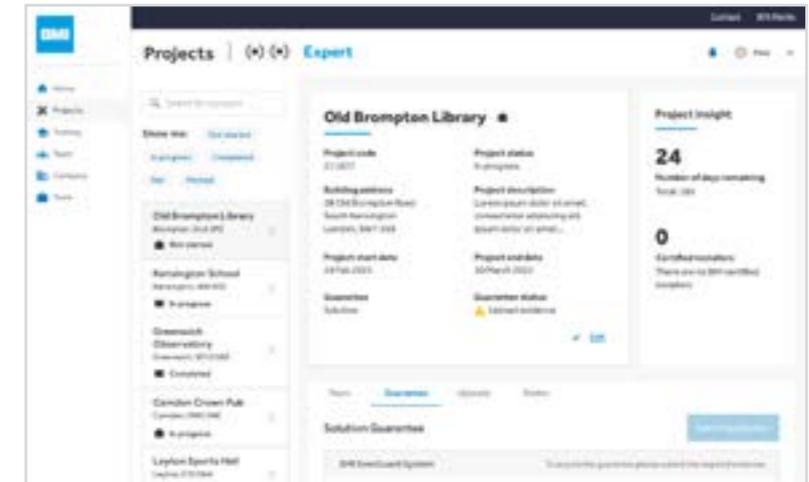
Delivering a Digital Asset Management Platform

I worked on Zonza, a cloud-based digital asset management (DAM) and content distribution platform developed by Hogarth Worldwide.

The platform helps global clients like Johnson & Johnson, Nike, and HSBC manage, share, and distribute large volumes of marketing content, including video files, securely and efficiently.

My role focused on improving the user experience for this Enterprise SaaS platform. I collaborated with clients and internal teams to understand how they managed complex content workflows, identified pain points, and designed solutions to make uploading, organising, and distributing assets faster, simpler, and more intuitive.

This work helped streamline production processes and ensured the platform could support the needs of large, global teams.



### IBM InTouch

A digital hub for roofing tools, training, and business growth

I worked on BMI InTouch, an SaaS portal for BMI RoofPro members, designed to support professional roofers with tools, resources, and business growth opportunities. The platform provides access to services like PlanMaster (a digital roof measurement tool), project management features, sales leads, training, and warranty information.

My role focused on improving the user experience for the portal. I worked closely with roofers and internal teams to understand their workflows, uncover pain points, and simplify complex processes. This included making it easier to generate and use roof measurement reports, manage projects, access technical resources, and find sales opportunities.

## **Courtney Mclean**

*Principal Product Designer*

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