



Andy Barnes

Product Design Lead

SUMMARY

Product Design Lead with 15+ years experience launching and delivering exceptional products and experiences for growing startups and scales-ups, predominantly in the EdTech and Health sectors. I deliver high impact solutions that align to customer and business needs. I am proactive in identifying opportunities to improve operational efficiency and quality with a key focus on customer engagement and acquisition.

KEY SKILLS

- Lead product strategy from discovery to delivery, aligning customer needs, business goals, and measurable outcomes.
- Build and scale high-performing design teams through hiring, mentoring, coaching, and career development frameworks.
- Drive 0-to-1 and growth-stage product design using experimentation, insights, and data-informed decision making.
- Establish and operationalise design systems and DesignOps practices to improve quality, speed, and consistency.
- Partner with Product, Engineering, and Marketing leadership to influence roadmap, prioritisation, and company strategy.
- Translate research and analytics into actionable opportunities that improve acquisition, engagement, and revenue.
- Deliver high-fidelity UX and interaction design across web and mobile platforms with accessibility-first standards.

PROFESSIONAL EXPERIENCE

Lead Product Designer • (Contract)

Aug 2025 - pres

TrueRights • London • AI Rights platform

Leading the 0 to 1 design of a revolutionary new platform to help talent and creators protect, licence and monetise their AI Rights.

Lead Product Designer

Jul 2022 - Jul 2025

MyTutor • London • Online tutoring

Key Achievements: Led the redesign of the cross-platform acquisition & conversion experience, resulting in a 47% increase in sign-ups and 14% increase in customer spend. Spearheaded the launch of a new UK primary tutoring service, generating £259,000 in additional gross revenue in its first academic year.

- Co-led the multi-disciplinary design team: Managed team growth from 6 to 10 members and supervised the promotion of two direct reports. Supported the increasing role of Design in Product Strategy with Product & Engineering leadership.
- Worked collaboratively with marketing to design and deliver a scalable, no-code solution (Webflow) for quick and easy deployment of landing pages for paid marketing campaigns.
- Led the instigation, development and management of a new Design System and component library, meeting WCAG 2.2 accessibility standards.

Senior Product Designer

Mar 2021 - Jul 2022

EF Education First • London • B2C/B2B Online Language Learning

Key Achievements: Led the redesign of EF Corporate Learning's self-study experience for 3,000+ organisations across multiple industries, resulting in a +18% increase in daily engagements.

- Collaborated with customer-facing teams to establish a scalable, cost-effective user testing process for EF English Live, enabling quick delivery of insights.
- Hired and mentored a Senior Visual Designer for the EF English Live team, expanding the team's capabilities and reach.

Lead Product Designer

Nov 2018 - Mar 2021

HOLD • London/Oslo • iOS & Android app to reduce distraction

Key Achievements: Worked with founders on a growth strategy, articulated through the design and delivery of numerous experiments to increase user growth and engagement, ultimately increasing sign-ups by 15%.

- Launched HOLD X; a new revenue-generating initiative aimed at building a distraction free workspace for professional knowledge workers.
- Partnered with CPO to develop core processes in DesignOps, ResearchOps, Hiring and Team development.

Senior Product Designer

Jun 2017 - Nov 2018

Lantum • London • Healthcare workforce management

Full-stack design support to a number of product teams. I oversaw the growth of the design team and worked with Senior Product Manager and Technical Lead to define new updates, features and initiatives aligned to the company's strategic goals. Initiated and implemented a new design system in response to a recent rebrand, improving speed of delivery and quality of output.

Senior Product Designer

Nov 2015 - Jun 2017

Kahoot • London/Oslo • Learning games

Established a new design approach for Kahoot!'s search and discovery features. Updates increased game shares by +132% and game copies by +15%. Led the discovery and design of Kahoot! for Work, Kahoot's first revenue generating product offer.

Senior Digital Creative

Oct 2010 - Nov 2015

Kingdom LDN (Formerly GR/DD) • London • Digital creative agency

Led award winning projects primarily focused in the Arts, Culture and Education Sectors, for clients including Historic Royal Palaces, University College London, HIT Entertainment, Natural History Museum, Science Museum and Sony.

ADDITIONAL EXPERIENCE

Undergraduate tutor - UX

Feb 2016 - Feb 2021

Loughborough University, BA Hons Visual Communication & Graphic Design

I supported third-year undergraduate students through their final major projects. As well as providing critical support and guidance, I offered advice to help bridge the gap between education and industry.

Telephone Befriender

May 2020 - Sep 2022

Essex Befriends

As a Befriender I conducted regular, scheduled support with members of the community who were at risk of loneliness and isolation.

Deputy Director of Selection & Recruitment

Feb 2011 - Feb 2019

Samaritans of Waltham Forest

As part of the leadership team managing a branch of 80+ volunteers, I led a team of 12 to recruit, select and process the applications of potential Listening & Support Volunteers. As Listening Volunteers, Samaritans provide confidential emotional support for those experiencing difficult feelings.

TOOLS

Figma, Webflow, ChatGPT, Claude, Hotjar, Condens, Maze, Lightdash, Amplitude, Slack, Confluence.

REFERENCES

References available upon request