

Julian Dye

Senior Product Designer

juliandye.com | linkedin.com/in/julian-dye
juliandye@gmail.com | 07816 093050
Bognor Regis, West Sussex, UK

PROFILE

Senior Product Designer with 20+ years of design experience, specialising in complex digital products and B2B SaaS. Experienced in taking ambiguous problems from discovery and research through to interaction design, testing and delivery, combining strong product thinking and UX with a deep visual design background to turn complexity into intuitive, useful products.

EXPERTISE & TOOLS

Product design · UX strategy · Interaction design · User research · Usability testing · Information architecture · Prototyping · User flows · Design systems · Product discovery

Figma · Claude Code · Adobe Creative Suite · Sketch · UserTesting · Notion · Pen and paper

EXPERIENCE

Crash Override – Senior Product Designer

November 2024 – September 2026

Sole Product Designer / first design hire for a cybersecurity platform helping engineering and security teams understand and manage risk across their software supply chain.

- **Owned product design across the entire platform**, working closely with product and engineering from early discovery and product definition through to design and delivery.
- **Led the design of major platform capabilities**, translating complex cybersecurity, DevOps and software supply-chain concepts into intuitive experiences across build intelligence, software tracking, campaigns, analytics, integrations and onboarding.
- **Established and maintained the design system and core UX patterns**, creating a consistent and scalable foundation as the platform evolves.
- **Contributed directly to the production codebase** using AI-assisted development, implementing UI and interaction improvements that shipped to production.

Simplr – Senior Product Designer

June 2022 – November 2024

Senior Product Designer for an enterprise employee experience platform, leading major initiatives from discovery and research through to launch and iteration.

- **Led end-to-end product design for Employee Recognition & Rewards**, from early discovery and user research through prototyping, usability testing, delivery and iteration. Generating **\$1.1m ARR** with 124 customers in its first year.
- **Led product design for Employee Newsletter**, Simplr's highest-ARR add-on, using research and testing to shape experiences for creating, targeting and distributing internal communications.
- **Mentored junior product designers**, providing feedback and guidance while contributing to the wider design practice.
- Worked closely with Product, Engineering, User Research and customers to turn complex enterprise requirements into scalable, intuitive experiences.

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EXPERIENCE (CONTINUED)

Flipside Group – Senior Digital Designer

April 2021 – May 2022

Designed websites, apps and digital products for clients across healthcare, finance, communications and other sectors, working from early concepts and user journeys through to prototyping and high-fidelity design.

Freelance Digital Designer

September 2020 – April 2021

Delivered UX/UI, web and visual design projects for a range of clients, managing work from initial brief and concepts through to final delivery.

LEAP Create – Senior Digital Designer / Digital Designer

November 2013 – August 2020

Worked across UX, websites, digital products, branding and marketing campaigns for clients across a range of sectors. Helped evolve the team's digital design process, introducing more collaborative design and prototyping practices.

John Wiley & Sons – Designer

July 2005 – October 2013

Designed and managed approximately 300 titles per year across Wiley's UK Professional and Business publishing portfolio, while coordinating freelance designers, agencies and print suppliers.

EDUCATION

HND Graphic Design – Northbrook College 2003–2005

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