



Aaron Watkins

Senior Product Designer

Contact



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<in/aaron-watkins-design>

Education

Brighton University

(2013-2014)

Art & Design (top up) with specialism in Web Design 2:1

Brighton University

(2011-2013)

FDA2 Graphic Design: A
FDA1 Graphic Design: B
Gaining no grade lower than a distinction.

Farnham College

3 A levels

Frensham Heights

(2005-2008)

11 GCSEs

Courses

Webcredible

July 2014

Web and visual interface design

Profile

Highly experienced Product Designer adept at creating user-centred solutions that drive business growth and user value. Skilled in user research, UX/UI design, and team leadership. Proven track record of leading successful projects across diverse industries, ensuring alignment with industry standards and user needs. Collaborates effectively with cross-functional teams to deliver impactful SaaS platforms and web and native applications for B2B and B2C. I'm passionate about design and eager to tackle new challenges.

Experience

9 years total



Senior Product Designer

April 2022 - Present

Elliptic

Blockchain Analytics | Intelligence for organisations interacting with crypto | B2B Scale-up | 80 to 250 people

Responsibilities

- Managing and growing a team of two in-house Senior Product Designers
- Leading all design and research initiatives
- Elevating Product Design with C-Level Leaders helping inform strategy

Achievements

- The successful release of multiple business-critical features alongside creating a product vision
- Reducing the cost of SMB acquisition by \$250K
- Implementation of the first organisation wide design system
- Creation of a research repository and improvements to the efficiency of the design process
- Mentoring Product Designers to Senior positions



Senior UX Designer

January 2019 - April 2022

StepStone

E-Recruitment | Industry leading recruitment platform | B2B and B2C | 4000 people







Responsibilities

- Leading large, high-impact projects for the organisation
- Assisting UX Research in defining research techniques
- Mentoring other UX Designers and ensuring outputs are to a high standard
- Facilitation of workshops to produce user-centred outcomes

Achievements

- Increased conversion for applications by 16.5%
- Grew new profile registrations by 12%
- Implementation of GDPR and legal compliance across all products

Tools

-  Figma
-  Sketch
-  InVision
-  Axure
-  UXPin
-  Adobe CC

Skills

Design

- Design Thinking/Sprints
- User Flows
- Wireframing & Mock-ups
- Interaction Design
- UX Writing
- Prototyping
- User Interface Design
- Design Systems

Research

- User Interviews
- Contextual Inquires
- Task Analysis
- Card Sorting
- Usability Testing
- Affinity Mapping

Collaboration

- Team Management
- Mentorship and Coaching
- Strategic Thinking
- Workshop facilitation
- Public speaking



UX Designer

February 2017 - January 2019

Jobsite

E-Recruitment | UK focused job board consisting of 6 brands | B2B and B2C | 400 people

Responsibilities

- Working within an agile environment on a variety of initiatives for thirty-five engineering teams across Europe
- Managing projects from early discovery through to successful delivery
- Maintaining the design system to ensure consistency across the organisation
- Assisting in planning and executing user testing in iterative sprints

Achievements

- Leading two designers on the retirement of the Jobsite platform, migrating 360K users to Totaljobs
- Increasing visits to the Totaljobs platform from dormant users by 1.6M
- Growing repeat applications by 200K a month

Web Designer & Producer

Jun 2014 - February 2017

Sussex Partnership NHS Foundation Trust

Healthtech | Mental health services supporting 1.2 million patients annually | Public sector | 3000 people

Responsibilities

- Planning, designing and developing frontend UI for all digital solutions
- Management and coaching of junior team members
- Incorporating research and UX/UI design into the digital work process of various departments in the NHS
- Creating digital brand guidelines and asset libraries

Achievements

- Migration of 70% of paper records to a new digital platform
- Reduction in support emails by 20% and an increase of use by 40% on an internal intranet
- Successful delivery of three public facing websites and a native app
- Increased the budget for the digital solutions team by £200K for internal projects