



Aaron Watkins

Senior Product Designer

Contact

✉ a.watkins.design@gmail.com

☎ +44 7542 738170

📧 aaron-watkins-design.com

👤 in/aaron-watkins-design

Education

Brighton University

2013–2014

Art & Design (top-up), Web
Design specialism · 2:1

Brighton University

2011–2013

FdA Graphic Design
FDA2: A · FDA1: B

Farnham College

3 A levels

Frensham Heights

2005–2008 · 11 GCSEs

Courses

Webcredible

July 2014

Web and visual interface design

Profile

I'm a product designer who likes the messy bits: complex workflows, tricky data and 0-to-1 products. Over 12+ years I've pieced together the complex to make products that click, across recruitment, HR SaaS, fintech, blockchain and the NHS. At Deel, I led a new product line from 0-to-1, turning a loss-making free product into recurring revenue and cutting escalations from 30% to 1.5%. Hands-on and end-to-end, from research and product strategy through to delivery, with an AI-empowered workflow.

Experience

12+ years total

Senior Product Designer

Mar 2024 – Aug 2026

Deel

HR, Payroll and FinTech · All-in-one global employment platform · B2B SaaS unicorn · 4,000–7,000 people

Responsibilities

- Driving the 0-to-1 roadmap for a new product line
- Partnering with executive leadership on enterprise-wide strategic initiatives
- Design Lead for two cross-functional product teams, ensuring cohesive experiences across a newly formed vertical

Achievements

- Cut org-wide escalations from 30% to 1.5% for a free product, turning a loss-making offering into a yearly recurring revenue stream
- Created the org's first native app to assist with IPO readiness
- Supported FinTech and Payroll teams on business-critical projects
- Formed AI workflow best practices across a 90-person design org

Senior Product Designer

Apr 2022 – Dec 2023

Elliptic

Blockchain analytics · Intelligence for organisations interacting with crypto · B2B scale-up · 80–250 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

Achievements

- Reduced the cost of SMB acquisition by \$250K
- Implemented the first organisation-wide design system
- Created a research repository and set design best practices
- Mentored Product Designers to Senior positions

Tools

Claude
GPT
Figma
Axure
Adobe CC

Skills

Design

Design thinking and sprints
User flows
Wireframing and mock-ups
Interaction design
UX writing
Prototyping
User interface design
Design systems

Research

User interviews
Contextual inquiry
Task analysis
Card sorting
Usability testing
Affinity mapping

Collaboration

Team management
Mentorship and coaching
Strategic thinking
Workshop facilitation
Public speaking

Senior UX Designer StepStone

Jan 2019 – Apr 2022

E-recruitment · Industry-leading recruitment platform · B2B and B2C · 4,000 people

Responsibilities

- Leading large, high-impact projects for the organisation
- Helping UX Research define research techniques
- Mentoring junior UX Designers
- Facilitating workshops to produce user-centred outcomes

Achievements

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

UX Designer Jobsite

Feb 2017 – Jan 2019

E-recruitment · UK-focused job board of six brands · B2B and B2C · 600 people

Responsibilities

- Working on initiatives across 35 engineering teams
- Managing projects from discovery through to delivery
- Maintaining the design system for consistency across the organisation
- Planning and running user testing in iterative sprints

Achievements

- Led a small team to migrate 360K users to Totaljobs
- Increased visits from dormant users by 1.6M
- Grew repeat applications by 200K a month

Web Designer & Producer Sussex Partnership NHS Foundation Trust

Jun 2014 – Feb 2017

Healthtech · Mental health services supporting 1.2 million patients a year · Public sector · 3,000 people

Responsibilities

- Designing and developing front-end UI for all digital solutions
- Managing and coaching junior team members
- Bringing research and UX/UI design into the digital work of NHS departments
- Creating digital brand guidelines and asset libraries

Achievements

- Reduced support emails by 20% and increased use by 40% on an internal intranet
- Delivered three public-facing websites and a native app
- Increased the digital solutions team's budget by £200K