



Stephen Lewis

Senior Product Designer

☎ 07929502066
✉ stephen.lewis1@live.com
📍 slewisdesign.co.uk
📍 Cardiff, Cardiff

SUMMARY

Senior Product Designer with over 12 years of experience designing innovative UX and UI solutions for SaaS, healthcare, pharmaceutical, and finance industries. Proven expertise in driving user-centered design, building scalable design systems, and delivering measurable improvements in user engagement and product adoption. Successfully supported startups in achieving Series A funding through strategic product development and high-impact designs. Adept at leading cross-functional teams and creating solutions that align business goals with user needs.

EXPERIENCE

Lead Product Designer

06/2021 - 06/2024

iCrossing UK ↗

- Led end-to-end product design processes, from discovery workshops to delivery, ensuring alignment with business goals and user needs.
- Introduced Discovery workshops into the design process, enhancing project alignment with user needs and business objectives, leading to a 20% increase in revenue per project.
- Built and maintained a scalable design system, standardizing UI components across multiple platforms and reducing development time by 30%.
- Redesigned the company website using UX and accessibility best practices combined with enhanced SEO strategies, achieving a 25% increase in new business conversion rates in the first year

Senior Product Designer

04/2018 - 05/2021

LDMS Link Financial ↗

- Introduced and implemented Lean UX strategies within design sprints, leveraging user shadowing and stakeholder interviews to enhance product development efficiency and secure C-suite buy-in for user-centered initiatives.
- Created and managed a comprehensive design system, enabling the design, testing, and development of multiple SaaS solutions for finance, split into three suites for diverse business users, accelerating time-to-market by 35%.
- Optimized design workflows and processes, introducing collaborative tools and methodologies that reduced design iteration cycles by 30% and refined cross-functional alignment.
- Spearheaded a digital transformation project to digitize the postal system, saving the company £2.5 million annually and improving operational efficiency.

Lead UX/UI Designer

08/2016 - 03/2018

TrakCel ↗

- Conducted in-depth UX research with nurses and lab technicians to identify workflow inefficiencies, leading to a complete UI redesign that improved task completion speed by 40% and reduced user errors by 25%.
- Built an intuitive, high-fidelity prototype that showcased the redesigned interface at health conventions, successfully attracting new pharmaceutical clients and expanding the company's client base.
- Facilitated discovery workshops with stakeholders to align design goals with business objectives, ensuring seamless adoption of the updated product by end users.

Senior UI Designer

06/2014 - 07/2016

Imaginet Ltd ↗

- Partnered with clients to create user interface designs that enhanced content hierarchy and increased site conversions by 15%.
- Developed user journey maps and conversion strategies, boosting user satisfaction scores by 12%.
- Designed intuitive web interfaces for diverse client portfolios, ensuring seamless integration between design and

development.

Lead Web Designer

The Genie Lab ↗

- Directed all creative outputs for the design department, delivering 90% client satisfaction rates.
- Designed wireframes, user flow animations, and HTML/CSS prototypes to improve project delivery timelines by 30%.
- Led cross-functional collaboration to deliver fully integrated web solutions for key accounts.

05/2010 - 04/2014

EDUCATION

Advertising Design, Consumer Psychology, Branding, Marketing Communications

University of South Wales - BA (Hons) Advertising Design & Consumer Behaviour

- Graduated in the top 3 of class.
- Awarded Honorable Mention by D&AD and invited to the annual portfolio review by industry leaders.
- Elected Creative Director for Final Graduate Show, leading curation and presentation of final-year projects

09/2007 - 05/2010

CERTIFICATES

Figma Academy Certified ↗

Dive Club Figma

02/2023 - 03/2023

Professional Diploma in UX Design ↗

UX Design Institute

07/2017 - 12/2017

SKILLS

Product Strategy

Accessibility Standards (WCAG Compliance)

Responsive Web Design

Interaction Design

Design Systems Creation and Management

High-Fidelity Prototyping

UI Design

Data-Driven Design

Journey Mapping

Persona Development

Discovery Workshops

Usability Testing

User Research (Quantitative and Qualitative)

LANGUAGES

English