SENIOR PRODUCT & BRAND DESIGNER HAVANT / LONDON / REMOTE

Lauren Ward

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Senior Product & Brand Designer who likes design that solves meaningful problems. I've spent my career building products, brands and design systems at start-ups and scale-ups, most recently at tiney, where I helped grow the product and delivered work that mattered. I enjoy working out problems as much as solving them, but visual UI is where it gets exciting for me, as that's the part where a product actually comes to life. I pair design and engineering closely and use AI to speed up workflows, prototype and build, but the design decisions are always mine.

Skills

Product Design · Design Systems · Visual Design · Brand Identity · AI Workflows · UX · Interaction Design · User Research · Prototyping · Accessibility · Marketing · Motion & Video · Creative Direction

Experience

TINEY · DESIGN LEAD · 2019-2026

Joined as employee #9 and shaped the product, brand and design practices as the business scaled into the UK's 4th largest childcare provider.

- Led end-to-end product design across Learning Journal, CPD, Onboarding and other core features.
- Reduced onboarding discovery time by 55%, redesigning three complex forms into a single streamlined journey while maintaining safeguarding requirements.
- Increased Learning Journal engagement by 64%, redesigning the experience to increase average weekly journal entries per child from 2.68 to 4.39.
- Optimised learning content within Contentful, contributing to 94.5% of registered childminders engaging with learning.
- Used Maze and AI-assisted research to validate concepts and reduce design risk.
- Introduced AI-assisted workflows between Figma, Storybook and Engineering, improving design implementation and reducing manual documentation.
- Co-created and scaled tiney's design system improving consistency across the touchpoints.
- Redesign of tiney.co, applying SEO-informed design and content principles to improve organic acquisition, unify the brand experience and establish a reusable UI library.
- Defined and evolved tiney's visual language, creating campaigns and creative assets that helped grow the company's social following to 8,000+.
- Mentored a junior Designer and established scalable design practices as the team grew.

FREELANCE PRODUCT & UX · 2011–2019

Worked with startups and design agencies delivering digital products, mobile apps and responsive websites from concept through to launch.

Depop · Argos · YunoJuno · Kabbee · Shopcade · WorkAngel · Rufus Leonard · Grapple Mobile · Monitise Create · JWT · Sponge · Nimbletank · The Bio Agency

Highlights

- Led UX and UI redesign work for the Depop iOS and Android apps.
- Designed MVPs and early-stage products for start-ups YunoJuno and WorkAngel, taking ideas from early sketches to shipped experiences.
- Delivered user research, wireframes, prototypes and visual design across mobile and web.
- Worked across retail, telecommunications, transport, social platforms, recruitment and m-commerce.
- Designed customer experiences for major UK brands including Argos, New Look and PizzaExpress.
- Collaborated directly with founders, developers and stakeholders to shape product direction and launch new features.

MOBILE INTERACTIVE GROUP · CREATIVE INTERACTIVE MOBILE UX DESIGNER · EARLY CAREER

Designed mobile experiences during the emergence of smartphones, creating UX and visual designs for iPhone, Android, BlackBerry and mobile web products.

Worked across interaction design, information architecture and visual design for consumer and enterprise clients, helping establish best practices during the early years of mobile-first product design.

Education

KINGSTON UNIVERSITY LONDON

BA (Hons) Digital Media & Journalism (First Class Honours)

Tools

Figma · FigJam · Storybook · Maze · GitHub · VS Code · Claude Code · ChatGPT · Canva · Contentful · Adobe Creative