

Will Rose

Digital Product Designer, Leader and Mentor

High Wycombe, United Kingdom

Personal summary

I have 24 years of experience creating beautifully considered, user-centred solutions for various digital projects, ranging from large-scale web builds to mobile applications and campaign experiences. I've worked across multiple industries and sectors, including Advertising, eCommerce, Fintech, Retail, Telecommunications, and Web3/Blockchain. I specialise in UI/UX and design systems and have extensive experience in team management, leadership, and mentoring.

I'm seeking contract Product Design roles, where I'm more interested in a project's goals and opportunities than its industry or brand.

Achievements and deliverables

- Delivered an MVP of a complex web3/blockchain product (web and mobile app) to market within three months
- Part of two multi-award-winning teams whilst working with a global telecoms company and a world-renowned whiskey brand
- Delivered an individually targeted messaging platform to help a global bank's customers develop a healthier relationship with their money
- Instituted a new way of working, including the nucleus of a design system (in 2015), whilst working on the overhaul of a global banking app

Work experience



Qredo Start-up digital asset storage and deployment via blockchain and web3

Head of Product Design Mar 2020 ~ Sep 2023 · Perm

I reported to the Chief Design and Chief Product Officers and was in charge of ensuring that the product was forever improving and serving the needs of our customers.

- Delivered an MVP to market within three months
- Iterated towards an elegant, intuitive, and future-facing product that enabled users to quickly and securely interact with their assets
- Created a fully featured design system that went beyond the component library and into the philosophy behind day-to-day decisions
- Assisted in laying the foundations of company-wide user-centred design processes
- Hired and managed a team of 6 designers and content producers
- Helped to create a healthy culture of collaboration, honesty, trust, and hard work



Barclays Global full-service bank

Lead UI/UX Designer May 2018 ~ Feb 2020 · Contract (Direct)

As the project's sole designer, I worked with the product team and stakeholders to create a customer-focused messaging platform.

- Delivered an individually targeted messaging platform to help customers develop a more healthy relationship with their money
- Played a crucial role in shaping the team's daily activities and content creation habits for the platform
- Involved in the preparation and facilitation of intimately personalised user testing sessions
- The platform has delivered more than 90 individually tailored and insightful messages to millions of customers



Thomson Reuters Providers of trusted data and information to professionals across different industries

Senior UI/UX Designer Jan ~ Mar 2018 · Contract (via HUGE)

As part of a small dedicated team, I rationalised several user journeys to make managing and maintaining subscriptions to their systems and services as intuitive as possible.

Work experience, continued



Timber Finance Start-up financial advice platform

Lead UI/UX Designer Feb ~ Dec 2017 · Contract (via Reason)

Working in a small team as the only designer, we aimed to launch a new-to-market financial advice platform to fill the gap between automated 'robo-advice' and fully blown independent financial advice.

- Re-imagined the branding that an external agency had created to match the intended energy and target audience better
- Iterated through ways we could bring in-person financial advice to an audience of time-poor professionals
- Oversaw all aspects of the design and worked closely with the development team to turn our vision into a reality



Tandem Start-up challenger bank

Senior UI Designer Mar ~ Nov 2016 · Contract (via Reason)

As part of a team of interface and experience designers, I worked on Tandem's proposed new banking app. The app aimed to be an industry-changing, mobile-only banking experience that was undoubtedly on the customer's side.

- Identified key features that were required for the MVP by working closely with business stakeholders
- Updated core brand principles and guidelines after introducing more rigorous accessibility practices
- Involved closely in the preparation and facilitation of weekly user testing sessions



HSBC Global full-service bank

Lead UI Designer Jul 2015 ~ Feb 2016 · Contract (via AnalogFolk)

As the lead UI designer in a multidisciplinary team, I worked with four other UI designers on a brand-new proposition for HSBC's global consumer banking app.

- Instituted a new way of working, moving from Photoshop to Sketch
- Worked within the existing style of the HSBC whilst pushing for aesthetic and experiential improvements where required
- Established the nucleus of a design system, which for 2015 was revolutionary
- Involved closely in the process of preparing for fortnightly user testing sessions
- Ensured that relationships between design and development were 2-way and healthy



Audi, Ballantine's, BBC, BlackBerry, Diageo, ITV, Sainsbury's, Sony, Unilever, Vodafone + more...

Junior to Senior Designer Jun 2000 ~ Jun 2015 · Perm and Contract

Starting in the year 2000 as a self-taught web designer, all the way through to 2015 and holding a senior designer position at one of London's most awarded digital advertising agencies (Dare). You can learn more about that and more by visiting my [LinkedIn](#) profile.

References and contact details

References are available upon request, or you can visit my [LinkedIn](#) profile to view my many recommendations.

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