Hi! I'm **Alex Ackland**

Product Designer

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Skills

User Interviews
Requirements
User testing
Information Architecture
User Journeys
Wireframing
UX
UI
Prototyping
Interactions
Content Hierarchy
Delivery
Development Handover
HTML & CSS

Tools

Design
Figma
Sketch
Balsamiq

Discovery
Miro
Figjam
Creately
Marvel
Lucid

Presentation
Powerpoint
Prezi

Communication
JIRA
Slack
Microsoft Teams
Trello

Learning

AI
Lovable
V0

Experience

Product Designer | AI - GAP Partnership — Feb 2025 - Current (contract)

Negotiation consultancy that helps organisations drive profitability, increase efficiency and reduce cost. Greenfield project to help negotiators understand their counterparty and keep track of the negotiation. I worked closely with consultants and attended their 4 day course to understand the art of closing a better deal whilst maintaining the relationship of the counterparty.
Re-designed a tool suite consisting of 13 modules. Rapid iteration of low fidelity screens to test theories. Discovered idea of a immersive AI workspace with moveable widgets to simulate a real world negotiation and being in control.
I also worked with an AI specialist to understand how the digital assistant would work and deliver useful information to the user suggesting actions to take to improve the efficiency of their negotiation. It also acted as a chat feature.

- Solo designer for first 5 months installing UX practises and AI within the business
- Working with senior management to map out roadmap for the design team
- Setup Design System & design guideline documentation
- Shipped a scalable product with 3 different paying tiers

Product Design Lead - Houseful — April 2024 - Feb 2025 *(contract)*

B2B SaaS Mortgage platform for lenders, brokers and borrowers to track an application through the lending process using AI. Multiple rounds of user interviews to understand current problems. Mapping out IA to reduce friction and speaking with solution architects to add automation/AI for efficiency and reducing errors.

- Reduced human error input by 34% after the first 6 weeks upon update
- Prototype models predict application process time from 14 to 11 weeks

Product Designer | Core - Expana — Nov 2023 - April 2024 *(contract)*

Expana is the world's leading independent B2B provider of global commodity price data, price forecasts & market intelligence for the food, CPG and capital goods supply chains. I was the designer on the Core squad which featured the homepage, search and commodity landing page. Worked closely with data engineers to perfect the interactivity of price graph and personalising the information shown to the user based on paid tiered models.

- Part of a digital re-brand/design system which acquired 3 other companies
- 44,000+ new users to a total of 830,000 after a successful April 2024 launch
- Complex interactive UI graphs added to DS complete with light/dark mode

Lead Product Designer - British Airways — March 2023 - Nov 2023 *(contract)*

Lead designer in the customer buy journey; from searching for a flight to payment. We used this section to up-sell baggage, seating and club membership ancillaries. Tested mobile first designs with valued customers as well as wider social groups of regular travellers. Overseeing 3 other designers.

- Improved booking efficiency from an average of 13mins 28 seconds to 10mins 44 secs. (2 adults, 1 child, 1 infant)
- 100% of components approved by NOMENSA for accessibility
- 9.1 rating with tested frequent flyers. Up from 7.2

Worked With...

Houseful

BRITISH AIRWAYS

TESCO

NatWest

NISSAN

ocado

highways england

TRUPHONE

ClearScore

TEMPUR

Expana

Lead Product Designer - TESCO — March 2021 - July 2023 *(contract)*

I worked on the B2B Induct dashboard; an application that enables suppliers to onboard their products into Tesco on both mobile and web. The data includes price, weight, package materials and storage practices etc. It is used by suppliers and Tesco colleagues predominantly in the UK and Ireland. The induction process involves capturing product, case and pack information from Suppliers, amended and enriched by Buyers, and validated by Data Operators; resulting in store ready products, with all the required information to enable products to be sold in store and online.

- Updated the design processes and tool kit for designers (45+) with re-vamped documentation of components for stakeholders.
- Added 20+ new components that have been added to the wider design system
- Conducted over 70 interviews with users, testing new theories, components and journeys.

Senior Product Designer - Catch a fire agency — March 2021 - July 2021 *(contract)*

Designing an online solution to the design, planning and construction of roads for their client Atkins (Infrastructure consultancy). Interviews were conducted with Construction managers, Information managers, Discipline leads and Design managers. Work consisted of user testing, Iteration, workshops and prototypes.

- Final solution was presented to the board by myself and positively received. It went into a in-house 9 month incubation period.

Senior Product Designer - Mindgym — Feb 2020 - March 2021 *(contract)*

Working with product managers, solution architects and psychology engineers to digitise the coaching experience of brain training, information retention and a healthy mind. Finding the balance between gamification and ability to learn.

- After 2.5 years of design and development the app released to the public in Sep 2021
- 45% increase of sign-ups to the service on the previous year
- now 600,000 users

Experience Overview

Senior Product Designer - Various Companies — July 2018 - March 2021 *(contracts)*

I had the opportunity to enter the contracting world where I was plunged into the deep end with new teams and projects; some as greenfield and others as a extra pair of hands to help out with a feature release. During this time I worked for 7 companies varying from fintech, Music industry, travel industry and agency side. Notable achievements include:

- Redesign of Natwest online banking app; Home screen and payments (10 million users)
- Improving amount of sign ups for Commuter Club by 22% via the website

Midweight digital design roles - ClearScore | ICX4 — Sep 2015 - July 2018

Junior digital design roles - TEMPER | Laura Ashley — June 2012 - Sep 2015

Digital Work Experience - Saatchi & Saatchi . — 2008 & 2011

Education

University of Portsmouth - Computing and the digital image | 1st class honours

This was a broad ranging degree covering all aspects to do with the use of digital platforms and how we interact with them. Modules include image and video editing, Human Computer Interaction, User Experience and design theory.

Reeds School

3 A Levels - A*, A, B
9 GCSE's - A* - B