

# Mike Singleton · Product Designer



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Product Designer with 10+ years of end-to-end experience across commerce, fintech and SaaS platforms. I specialise in turning ambiguous, complex problems into intuitive, well-crafted solutions, from onboarding through to long-term engagement across native apps and web. I am experienced working across the full product lifecycle, embedding design systems thinking, UX research, and cross-functional alignment at every stage. I have a proven track record of delivering measurable outcomes: increased engagement, conversion, and revenue at scale. I work both collaboratively or as an IC and leverage expertise in research, AI, design systems, UI and motion to balance user needs with business strategy.

## SKILLS

**User Experience:** User Research · Usability Testing · Journey Mapping · Information Architecture · A/B Testing · Heuristic Audits · Workshop Facilitation · Prototyping · Interaction Design · Stakeholder Management

**User Interface:** Design Systems · Style Guides · Native Apps · Responsive Web · WCAG 2.1 AA · Typography · Marketing Comms · Visual Design · Branding · Motion & Animation · Generative AI Image & Video

## WORK EXPERIENCE

### Senior Product Designer · **Childrensalon**, 2017 - present

End-to-end product design for a global luxury e-commerce brand, across native app and web.

- Rebuilt the Rewards programme from discovery to solution. Reframing tier logic, redesigning the centralised hub, and introducing milestone-based mechanics validated through usability testing; launching 2026.
- Translated analytics, user research, and real-world customer behaviour observation into clear interaction models and A/B-tested designs that measurably improved engagement and engagement rate.
- Led cross-functional discovery workshops, synthesising data and stakeholder input to define direction, align on measurable outcomes, and make trade-offs that moved projects forward.
- Delivered end-to-end UX and UI across e-commerce journeys, brand collaborations and onsite experiences, balancing brand storytelling, with usability and conversion optimisation.
- Mentored and managed multidisciplinary design team across UX, UI, Creative team, established shared design practices, and raised quality standards across the team.

### Product Designer · **WeSwap**, 2015 - 2017

Peer-to-peer fintech platform, simplifying multi-step financial journeys into trust-building interfaces.

- Owned end-to-end redesign of onboarding flows, translating a multi-step process into a clear, guided first-use experience that improved sign-up to first-transaction conversion.
- Prototyping and user research to validate design decisions throughout, shaping product direction through evidence based quantitative and qualitative research.
- Refreshed the visual design, UI language and components, introducing animation and in-app guidance to make core functionality feel intuitive and confidence-building from first use.
- Redesigned the KYC and identity verification flow, reducing friction across a multi-step compliance process and reframing a regulatory requirement as a clear, self-service experience.

## Senior UX/ UI Designer · Judd Associates, 2013 - 2015

End-to-end UX/UI design across client projects spanning B2B, B2C, commerce, regulated sectors.

- Managed multiple concurrent client relationships end-to-end, scoping briefs, translating business and user requirements into clear digital experiences, and guiding projects through discovery, design and delivery.
- Delivered UX and service design for East Sussex County Council's Service for Schools portal, a platform used by over 300 schools and academies to access IT, HR and specialist education services in one place.
- Redesigned the digital presence for a furniture retailer, refreshing the brand, enabling flexible content management, and designing an in-store order builder that bridged physical and digital service touchpoints.
- Delivered UX/UI for a medical journal resource platform, structuring complex specialist healthcare content into a clear, navigable experience for a professional audience.

## UX/ UI Designer · Keyloop / ATG , 2010 - 2013

- Designed responsive, omni-channel experiences for automotive retail, working across SaaS platforms, web configurators and dealer management systems for major manufacturer brands.
- Collaborative design on Nissan's Offers platform and Mazda's official used car search platform, working closely with operational stakeholders to define requirements and ship the polished, on-brand experiences.
- Worked across SaaS product design bridging web platforms, showroom systems and dealer management tools, translating complex operational workflows into coherent, usable interfaces.
- Conducted customer interviews and validation research throughout delivery, using qualitative and quantitative insight to inform and refine design decisions.

## TOOLS

Figma · Adobe CC · After Effects · GitHub · Framer · Lottie · Rive · Spline · Jira · Asana · Notion · AI generative tools · Figma mcp > Claude Code · Custom agents

## EDUCATION

**BA (Hons) Graphic Design & Communication** · Bath Spa University