

Bio

Product designer and design leader, 20+ years across startups, agencies, scale-ups and global organisations. I build products people actually come back to, and I grow the teams that make them. Most at home where design, product and growth overlap, and comfortable moving between consumer and enterprise, early-stage and scaled, depending on where a team needs me most.

Portfolio

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01

Head of Product Design

UPTIME.APP

2019 _ 2026

Built the product design function from zero, grew the team from 2 to 7, led 8. Held three remits at once: head of product design, product owner for the Proposition team, and oversight of Growth. Shaped the visual Hack format that ran ~3x more engaging than what came before. Built Spark into a retention engine: ~1.6x Day 1, ~2x Day 2-3, ~4x Day 7, and Spark Repetition lifted usage for engaged users ~5x. Designed the AI Hack-creation flow that turned a loved consumer app into a B2B platform. Grew to millions of learners, 2,000+ enterprise customers, 100+ countries. Apple App of the Day, Apps We Love 2021, Fast Company Best New Apps 2021, Google Play App of the Year 2021.

02

Founder, CEO & Product Lead

STAY PILOT

2026 _ Present

B2B SaaS operational layer for short-term rentals, priced per property. Ran the discovery, set pricing off real willingness-to-pay, and built the product. Live July 2026 with five paying pilot hosts, the same people I interviewed. Highland start-up grant secured.

03

Lead UX Designer (Contractor)

BRITISH GAS HOME INSURANCE

2018 _ 2019

Lead designer building Home Insurance end to end. Hit every two-year KPI in six months, converting at 25% against a 12% price-comparison-site average and ~3x the model it replaced. The surprise was that people preferred the longer quote to the quick one. The extra questions made it feel like we actually cared. It's also where I built the research process I later took to Uptime.

04

Lead UX Designer

CONCENTRIX TIGERSPIKE - PRIORITY PASS

2017

Led UX on the new app around fast lounge access and the status the card carried. Shipped V1 in six months. ~7x more usage than the version it replaced.

05

Lead Experience Designer

ISOBAR/DENTSU - ENTERPRISE RENT-A-CAR

2016

Designed the EPlus loyalty programme end to end (+19% retention among frequent renters, still live a decade on) and fixed the closed-branch journey (+22% conversion).

06

Earlier

Founder of HMDesign. Lead Product Designer on the Agibank app, building the digital bank's product and design from the ground up (Agibank is now NYSE-listed after a \$240M IPO in 2026). Lead Product Designer at Pense Imóveis, the real estate platform later acquired by Grupo Globo, where I lifted lead generation 34%. Lead Motion Designer at RBS/Globo TV. Adobe Certified Expert and Adobe's evangelist in Brazil.