David Edwards-Jones

Lead Product Designer

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PROFILE

Lead Product Designer with 10+ years' experience across enterprise, ecommerce and regulated environments, from SAP platforms at NTT DATA to customer apps at MyProtein and O2. Takes complex, messy problems through research, journeys and prototypes to clear solutions teams can build. Designs and builds, using AI-assisted development to create working, data-driven prototypes that stakeholders and users can react to. Experienced in bringing structure, trust and momentum to teams new to product and design practice.

CORE SKILLS

Product & UX	Discovery & user research | Journey & service mapping | Interaction design | Design systems | Usability testing | Accessible, responsive design (WCAG)
Leadership	Senior stakeholder buy-in | Workshop facilitation | Mentoring designers | Introducing product & design practice
Design & build	AI-assisted prototyping | Figma | Next.js | Tailwind CSS | Node.js | GitHub | HTML, CSS, JavaScript
Domains	Energy & regulated services | Enterprise workflows | SAP Fiori & Commerce | Ecommerce & B2B portals | Mobile apps

PROFESSIONAL EXPERIENCE

Lead Product Designer | Crown Gas & Power — Jul 2026 to Present

- Lead design on a ground-up rebuild of the outdated suite of apps the business runs on, creating a product for internal use and future sale to other suppliers. Current focus is the core operational journeys: Pre Quote, Sales, Pricing, and Credit and Risk, within Ombudsman and regulatory requirements.
- Joined mid-project amid stalled progress and frustration with previous design work. Steadied delivery and built strong, trusted relationships with senior stakeholders and the Senior Leadership Team.
- Built a design system to show consistency across the suite, with switchable styling options in live prototypes so stakeholders could compare directions and agree how the product should look.
- **Credit and Risk:** reworked a highly complex workflow for a team making **hundreds of credit decisions** a day, bringing everything needed for a fast, confident decision into one view.
- **Sales diary:** added a day view to the diary a **10-person** account management team uses to run their day, handling **70+ quotes daily** and tracking which need action and which prices have been sent. Both redesigns were signed off by the credit and sales teams, Managing Director, Commercial Director and Sales Manager.
- **Triage view:** originally proposed for credit, now adopted by the trading and pricing team as the basis for their new workflow and currently in prototyping.
- Introducing product and design practice to an organisation new to it, supporting product, engineering and business teams through prototyping, testing and iteration under tight deadlines. Manage and mentor a junior UX designer.

UX Designer | THG — Jun 2025 to Jun 2026

MyProtein (THG Nutrition) — Feb 2026 to Jun 2026

- **App personalisation and Fuel Coach:** redesigned onboarding for an app seen as outdated, where engagement lagged despite strong conversion. Three questions (goals, activity level and clothing preference) personalised the homepage, product recommendations and a For You page.
- Built coded prototypes driven by JSON product data so the personalisation worked for real, and ran two rounds of user testing, the second trialling an AI-assisted Fuel Coach that explained how results were built.
- Testing showed users understood the personalisation and revealed that it only works when they trust why products are recommended. Gained senior leadership support and shifted the business toward a wider personalisation strategy, working across App Marketing, Trading, Ecommerce and Brand.
- **Outfit Builder:** designed an interactive outfit configurator, using AI-generated imagery to create consistent model views. The working prototype accelerated the proof-of-concept build, now live and measuring conversion, order value and engagement.

Fabrc Cloud (THG Ingenuity) Jun 2025 to Feb 2026

- Designed the Fabrc Cloud purchase journey for THG's rebranded VPS and Bare Metal offering, applying familiar ecommerce patterns (product cards, comparison, visible pricing and progressive disclosure) so a complex infrastructure product felt easier to understand and buy.
- Audited competitor sites and internal processes, identifying dense terminology, scattered comparison and intimidating configuration flows as the main barriers for technical and less technical buyers alike.
- Worked from Figma flows through AI-assisted interactive prototypes to frontend implementation, reducing handoff friction into production.
- Used prototype testing to refine the journey: progressive disclosure outperformed linear multi-page flows, and the visual direction moved from dark gradients and heavy motion to a calmer, clearer style that built trust.

User Experience Consultant | NTT DATA Business Solutions Jan 2019 to Mar 2025

- Designed and delivered UX solutions for SAP platforms and business applications, across complex enterprise workflows and customer-facing services.
- Led user research, workshops and journey mapping to identify pain points, define future-state experiences and align product, technology and business stakeholders around customer and business needs.
- **Warburtons:** researched with small shop owners struggling to order through a portal that wasn't fit for purpose, then redesigned the entire B2B ordering portal mobile first over three months. The new portal delivered a **350% increase** in new sign-ups and a **95% reduction** in customer service calls.
- **Synthomer:** designed an SAP Fiori sales-order application that cut a key task from around **20 minutes to 2 minutes** while reducing input errors. This led to a follow-on project: ran workflow mapping and journey workshops across regions, then designed a role-based On Time In Full (OTIF) platform giving customer service, credit control, logistics and planning one shared view of order status in place of emails and spreadsheets.
- **Wrights Dental:** redesigned the customer-facing online portal, increasing sales and customer satisfaction.
- **HSS Tools and Tarmac:** designed product pages and Click & Collect modules for HSS, and a delivery tracking experience for Tarmac.

Online User Experience Designer | O2 May 2016 to Jan 2019

- Delivered end-to-end UX for O2's web and app platforms, improving key ecommerce journeys through guerrilla testing, heuristic reviews, competitor analysis, personas and scenarios.
- Worked with senior management, product, legal and compliance stakeholders to gain support for UX-led improvements.
- **16 years at O2 in total**, progressing from customer service through digital operations, web management and business change (roles including Web Editor, Online Help Manager, eService Manager and Business Change Manager) into UX. This gives a grounded understanding of how digital services affect customers and the teams who support them.

EDUCATION

1st Class BSc Web Development | Manchester Metropolitan University 2013 to 2016