

# PIERCE AUBREY

## SENIOR UX/PRODUCT DESIGNER

Nottingham, UK | +44 7984729009 | pierceaubreyux@gmail.com | pierceaubreyux.com | linkedin.com/in/pierceaubreyux

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### SUMMARY

Senior UX Designer with 10+ years designing complex B2C and B2B SaaS platforms across education, AI, and e-commerce. I've delivered measurable business impact including £7.5M+ in revenue through conversion optimisation, 45 minute reductions in daily task time through AI tooling, and improved staff retention from 65 annual leavers to 25. I work closely with Product and Engineering teams, bringing expertise in design systems, accessibility and cross-functional mentorship while balancing strategic thinking with hands on design work.

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### PROFESSIONAL EXPERIENCE

#### Inspired Group, Remote - UX/Product Designer

Jan 2021 - Present

I lead UX across B2C and B2B SaaS platforms for multiple products (e.g. King's InterHigh, Academy21), owning discovery through to delivery across complex workflows and systems. During my time here I have:

- Redefined a multi market onboarding process (UK/US/UAE) and **delivered 1,900+ high-value conversions, generating £7.5M+ annual tuition revenue**, and raised **daily average registrations from 36 to 84**.
- Designed the Amicus generative AI tool that **reduced teacher lesson prep time by 45 minutes per day, lowered annual staff turnover from 65 to 25**, and **increased satisfaction scores by 17%** in annual surveys.
- Defined UX vision, KPIs and quarterly roadmaps, prioritised delivery with Product and Engineering.
- Mentored digital and graphic designers on UX principles, web design, and front-end fundamentals, improving collaboration and design quality.
- Managed interviews, surveys, usability tests and live data reviews, turned insights into decisions that reduced risk and improved adoption.
- **Achieved 4.5/5 usability and 88% "easy/very easy"** ratings across customer facing products from user surveys.
- Owned the design system and localisation, ensuring **WCAG 2.2 AA and GDPR** compliant consent/data flows.
- Created information architecture, user flows, interaction patterns and high fidelity prototypes with detailed specifications for engineering handoff.
- Built analytics funnels in Google Analytics and Hotjar to identify drop-offs across key journeys, used A/B and before/after testing to validate improvements, and monitored ongoing product metrics via Power BI dashboards.
- Collaborated with engineers through UAT and releases to ensure designs aligned with technical constraints, platform architecture and API functionality.

#### Unity, Leicester - Designer & Front-End Developer

Jan 2018 - Jan 2021

- Delivered 20+ cross-platform SME products end-to-end, from scoping and IA/content modelling to responsive UI builds and performance budgeting.
- Evolved from execution focused work to strategic ownership by introducing user testing protocols, analytics driven design iterations and client discovery workshops.
- Boosted average client conversion rates by 18% through optimised user journeys and streamlined checkout flows.
- Managed client relationships, analytics implementation, SEO strategy, QA/UAT processes and production releases.

## Lockwood Publishing, Nottingham - UX Designer

May 2017 - Jan 2018

- Conducted mobile UX patterns and interaction specs for Avakin Life, a social simulation game with 200M+ downloads.
- Increased friend connections by 23% through a redesigned friend finder with contextual actions and an improved social layer.
- Collaborated with engineering and audio teams to integrate Apple Music controls with full state coverage.
- Developed expertise in mobile interaction patterns and high-scale user behaviour at a live-service product.

## Stream Studios, Asfordby - Junior Designer & Developer

Sep 2013 - Apr 2017

- Provided UX/UI and front-end support across 30+ client projects, maintained component consistency, ran cross-browser QA and CMS updates.
- Coordinated client communications, project timelines and delivery handoffs.
- Built foundational skills in user-centred design, responsive development, and client collaboration.

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## SKILLS & TOOLS

### CORE COMPETENCIES

UX Strategy • Product Strategy • Systems Thinking • UX Research • Stakeholder Leadership • Mentorship

### DESIGN & DELIVERY

Interaction Design • Information Architecture • Design Systems • Accessibility (WCAG 2.2 AA) • Prototyping

### TOOLS & METHODS

Figma • Adobe XD • Miro • FigJam • Adobe Creative Suite • Hotjar • Google Analytics • Power BI • A/B Testing • Usability Testing • Agile/Scrum • Jira

### TECHNICAL FOUNDATION

HTML • CSS • JavaScript

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## EDUCATION

### Loughborough College - 2014 - 2016

2014 - 2016

Apprenticeship in Web Design & Development, covering topics such as E-commerce, Web development, Networks and UX Design - Distinction

### Melton Vale Sixth Form - Melton Mowbray

2010 - 2012

OCR Level 3 National Diploma in ICT - Distinction

A2 English Literature & Language

AS Physics