

PIERCE AUBREY

SENIOR UX/PRODUCT DESIGNER

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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.

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.

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

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