

BECKS HAYES

Product Designer | UI/UX

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ABOUT ME

I'm a Product Designer with a passion for simple functional design that improves the lives of users. I have 5+ years experience working as a designer across a range of organisations, from design agencies to fast growing start-ups.

I specialise in producing elegant solutions with a human-centred design approach to help organisations make better products and services in digital innovation. I have a natural empathy for the user, strong creative problem solving skills and a curious determination.

In my previous life, I was a marketing account director for big brands such as T-mobile and Puma. This experience gives me a commercial edge when it comes design thinking and stakeholder communication.

WORK EXPERIENCE

- Nov 2023 - Present
Paradym Ltd & Paradym Health | London & New York
Product Designer
 - Ideated, designed a groundbreaking AI journaling product.
 - Service and product design to support the launch of software that connects therapists with their client's mental health journey.
 - Re-design of onboarding flow to include educational pieces and evidence based content to maximise conversions and increase user stickiness in the app.
- May 2023 - Nov 2023
ITV's Planet WOO | London
UI/UX Designer
 - Improving upon existing designs with conversion rate as KPI (30%+ conversion rate increase achieved).
 - Redesign of product architecture such as search and navigation elements in a mobile first context (increase in average dwell time achieved).
 - Usability Testing: Plan and conduct usability testing sessions to gather valuable insights.
 - Production of UI screens and prototypes for handoff.
- May 2020 - May 2023
7 Bridges | London
Product Designer
 - Founded the company's product design function, processes and practices.
 - Spearheaded a product re-design to transition the platform from a bootstrap product to a user-centred product.
 - Worked on the end to end design process from discovery to user flows, wireframes, prototypes, high fidelity mock-ups, through to success metrics and hand-off documents.
- Oct 2018 - May 2020
White October Design Agency | Oxford
Product Designer
 - Worked with a team of designers on a variety of exciting design problems for a broad range of clients including McLaren, Oxford University, RM Education, and Unison.
 - Used a range of product design tools and methodologies to engage teams and run stakeholder workshops to help align shared understanding, value proposition and optimize user experience.
 - Led end to end design projects from concept validation through to delivery of high-fidelity production-ready designs that effectively communicated design specifications for implementation.

ADDITIONAL EXPERIENCE

- Pixc | London **UI/UX Designer**
Contracted to redesign the onboarding process and drive conversions
- Buzz MN | Barcelona **Marketing Account Director**
Managed a large team of execs working with clients that included Lekue, Pritt stick and Locktite, This was a Spanish speaking role.
- Alter Agency | London **Marketing Account Director**
Large key accounts that included Puma, Standard Chartered, JD Sports, Bacardi, Eristoff.

EDUCATION & TRAINING

- Motion Design**
Design Academy | London/remotely
2023
- Product Design Diploma**
Career Foundry | Berlin
2016-2017
- Photography Diploma**
Islington City and Guilds | London
2010-2012
- International Business BA hons**
Manchester Metropolitan Uni | Manchester
2000-2004
- A-Levels; Art, Law and English Lit**
Cherwell School | Oxford
1994-1999

SKILLS

User research // Design thinking // Product architecture design // Wire-framing // Digital brand development // Component library management // UI Design // Prototyping // Interaction design

TOOLS

Figma // Sketch // Adobe CS // Invision // Heap analytics // Full Story // Product board // Notion // Jira // Usability Hub

SMALL BRAGS

- London Marathon**
Raised £2000 for cancer research
- Foto Ruta, Buenos Aires**
Co-founded a photography education & experience company in Buenos Aires. Scaled the company to build ops in London, New York, Santiago, Barcelona and Berlin.

Techo Buenos Aires

Volunteered in building houses for families living in slums in Argentina

LANGUAGES

English (native)
Spanish (fluent)
Portuguese (learning)