

# nicholas brown.

Title / Senior Product Designer

Location / London

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[Portfolio](#) ↗ [LinkedIn](#) ↗

## About me /

I work closely with startups and product teams to understand user behaviour, combine qualitative insights with product data and design intuitive solutions for complex SaaS platforms. I work across the full product design lifecycle, from discovery and strategy through to high-fidelity prototyping. AI has also become a key part of my workflow, allowing me to rapidly test ideas, explore interaction models and prototype with code more effectively and efficiently than traditional design cycles.

## My Skills /

### Product & UX /

- UX Research
- Product Strategy
- Information Architecture
- Interaction Design
- Usability Testing

### Design /

- Design Systems
- Figma Variables & Auto Layout
- Hi Fidelity Designs
- Interactive Prototyping
- Vibe Code Prototyping

### Tools /

- Figma
- Adobe Suite
- Notion
- Claude Code
- Cursor

## Experience /

### ● Senior Product Designer – Flocator.com

Fintech SaaS Platform | *January 2025 – Present*

- Conducted user interviews and usability testing with finance professionals.
- Led product discovery and defined core UX workflows for connecting accounts, comparing yield options and allocating surplus cash
- Designed end-to-end user journeys, wireframes and high-fidelity interfaces across the platform
- Built interactive prototypes to validate concepts and guide product direction prior to development
- Streamlined financial workflows and reduced interaction complexity, improving task completion rates by **17%** during testing
- Reduced workflow friction across core actions by **35%**, improving clarity around yield comparison and cash allocation decisions

## Senior Product Designer – thegoodbite

Native Mobile App | *October 2025 – January 2026*

- Led the design of The Good Bite mobile app, defining the product's core navigation structure and feature architecture to ensure a simple and intuitive food discovery experience
- Used data to redesign core user flows and interaction patterns, increasing company revenue by **34%**
- Built interactive prototypes to validate concepts and guide product decisions across the team
- Conducted usability testing with users to uncover friction points and problems within the onboarding flows. My redesign saw **11%** increase in conversions within the first week.

## Senior Product Designer – Movement.so

[Case Study](#) ↗

SaaS Platform App | *August 2025 – October 2025*

- Audited existing product navigation and feature architecture, identifying key usability issues and restructuring feature nesting to reduce complexity
- Redesigned core user flows and interaction patterns, reducing average task completion time by **22%** during usability testing
- Simplified menu structure and feature grouping, reducing navigation errors and misclicks by **41%** in test sessions
- Built interactive prototypes to validate concepts and guide product decisions across the team
- Conducted usability testing and translated insights into actionable UX improvements

## Senior UX Designer (Contract) - Routemize (DripJobs)

[Case Study](#) ↗

AI SaaS Platform | *January 2025 – August 2025*

- Researched sales workflows and operational pain points to define core product functionality and prioritise high-impact features
- Designed end-to-end user flows, wireframes and interactive prototypes to structure the product experience across web and mobile
- Simplified lead and appointment management flows, improving task completion time by **38% during user testing**
- Improved feature discoverability and navigation structure, increasing successful task completion rates by **44%** across key sales workflows
- Built a scalable UI design system optimised for both desktop and mobile, improving development efficiency and UI consistency across the product
- Conducted usability testing with sales users, translating feedback into iterative improvements that increased overall usability scores by a further **12%**

## Product Designer (Contract) – House Of Fraser

[Case Study](#) ↗

Native Mobile App | December 2022 – May 2023

- My designs meant that the app saw a **29%** increase in mobile user engagement compared to the previous year
- Designed iterative UX improvements based on user insights, simplifying interactions and improving clarity across core mobile journeys
- Conducted design validation and testing sessions to refine interactions and ensure improvements aligned with user behaviour and expectations
- Collaborated closely with stakeholders and engineering teams to translate UX insights into practical product improvements
- Oversaw development delivery, managing a team of developers from concept through to final implementation

## Freelance Designer

July 2019 – December 2022

- Delivered UX/UI design work for multiple startups and early-stage products, collaborating remotely with founders, product managers and engineering teams in fast-paced environments.
- Worked across a range of industries designing user journeys, prototypes and high-fidelity interfaces for web and mobile products. Notable clients include Extramiles.com, Globalnetic.com, Big Beat Games and Problem Perception.

## UX/UI Designer (Perm Role) – Warner Bros.

July 2018 – July 2019

- Researched international player behaviours and cultural differences to inform design decisions
- Designed user journeys and high-fidelity interfaces across multiple gaming titles, improving accessibility and player engagement across European markets.
- Conducted usability testing across different regions, iterating designs to improve accessibility and engagement
- Created and maintained scalable design systems to support consistency across multiple gaming titles and platforms
- Collaborated with product managers, developers and marketing teams to align business goals with player experience

Education /

Nottingham Trent University – **BA Product Design (2.1)**