

# Damien Hartley-Swan

Lead Product Designer

## Details

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I help companies connect with their customers through purposeful design and intentional design thinking to drive engagement and product performance. With over a decade in UX and UI, I lead design teams and enable companies to use design as a strategic capability - aligning design output to commercial objectives and allowing design and customer thinking to inform product roadmaps to drive business value.

## Experience

### Lead Product Designer, Trade Nation

2023 - Present

As the company's first Lead Product Designer, I have played a central role in establishing and scaling the product design function. Managing a midweight designer, I have led initiatives that directly improved key business metrics, user experience, and product strategy.

- Led a full redesign of the onboarding journey, increasing approved applications from **48% to 86%** and auto-approvals from **32% to 81%**, following the implementation of a new IDV process I proposed and live account creation from **675 to 1,789**.
- Solely redesigned our B2C retail trading platform and customer portal, leading handovers that transitioned the front end from legacy code to modern React frameworks.
- Introduced and scaled a component-based design system and a continuous improvement initiative.
- Established a customer outreach programme and embedded insight-driven decision-making across product and business teams.
- Key contributor to company roadmap and strategy through data-led design leadership.

### Head of Design and Brand, Bitstocks (Previously Senior UX/UI Designer)

2018-2022

Led the visual and product design vision across Bitstock's three digital products, managing a multidisciplinary design team (UX/UI, Graphic, and 3D), which I grew by 600%. Positioned design at the centre of the business by scaling team capacity, cross-functional processes, and strategic alignment.

- Directed UX strategy and design execution across:
  - A crypto trading app, achieving **47%** user growth in its first **6 months**
  - An NFT marketplace featuring first-of-its-kind functionality
  - A digital identity platform for cross-environment crypto integration
- Established company-wide UX practices, reducing design debt and increasing design efficiency
- Built scalable systems: design systems, cross-department workflows, and UX processes
- Partnered with senior leadership on roadmap planning and company-wide scheduling

## Experience

### **Founder and Designer, Ace Designs**

2016-2022

Brands include: Informa, Dragoonis, Bitstocks, Valour Magazine

As a freelance Designer, I have worked on a number of projects ranging from Web to Editorial to Branding. Ace Designs aims to work with companies that need expert UX and UI to enhance their digital experiences, align their visual presence with their companies' ethos and values and provide SMEs with expert design resources and skills.

### **UX/UI Designer (Contract), Digital-Labs**

Dec 2017 - Jan 2018

Brands include: Comparethemarket

My role here was to redesign the UX and UI for well-known price comparison website, Comparethemarket. The previous section was outdated and no longer in line with the company's newer visual direction. The UX also needed to be overhauled and enhanced to be more user-friendly and easier for the users to interact with.

### **UX/UI Designer (Contract), CX Partners**

Aug 2017 - Oct 2018

Brands include: Coop, Range Rover

Led the creation of a centralised brand and design asset library for Coop, streamlining design consistency and developer handover across teams and third parties.

Defined the system's visual structure, usability, and scalability, ensuring it was future-proof and easy to adopt.

Conducted a UX review for Range Rover, delivering actionable insights to improve usability and boost conversion rates of their online vehicle customisation tool.

### **UX/UI Designer (Contract), CX Partners**

Aug 2017 - Oct 2018

Brands include: Hertz Car Rental

My role here was to do the UI design for the well-known International car rental company Hertz. Working extremely closely with the UX designer the task was to redesign the outdated business section of their website and bring it into alignment with their new branding and website.

As lead UI designer working alongside the lead UX designer, I also had a strong input in the UX of the project which included workshops conducted at Hertz Head Office, creating prototypes and aiding in the usability testing of the said prototype to further enhance the design and overall experience.

## Education

### **BSc Multimedia Technology and Design 2:1**

Brunel University London