

Kate Hayes

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[Portfolio](#) | [LinkedIn](#)

Summary

Creative Product Designer with nearly 5 years' experience delivering intuitive, user-centred digital products across FinTech, EdTech, SaaS, and PropTech. Skilled at turning complex, compliance-heavy and data-rich journeys into seamless user experiences that drive adoption and clarity. Experienced in leading discovery, user research, and usability testing, I apply a collaborative, systems-thinking approach to design and contribute to evolving design systems. Commercially aware and adaptable, I thrive in fast-paced environments where design needs to both set strategy and deliver practical, accessible solutions used by millions.

Skills & Tools:

UX/UI Design · Design Systems · Accessibility · Prototyping (Figma, Miro) · Usability testing · Behavioural UX · A/B Testing · Agile (Jira, Confluence) · AI for Design · Stakeholder Workshops

Employment history

Product Designer | Freelance & Independent Projects | July 2024 - Present

Partnering with a range of clients across events, property, and compliance sectors to deliver user-centred products

- Delivering prototypes, flows, and usability insights for clients products and services
- Expanding expertise in design systems, CX strategy and research-led product design.

UX Designer (InsureTech) | Bionic | Jun 2023 - Mar 2025

Owned UX from zero to MVP for a new SME insurance journey within a compliance-heavy FinTech product, balancing regulatory complexity with usability to improve acquisition and internal tooling flows.

- Designed end-to-end quote and underwriting experience from scratch, launching a new product journey that aligned with legal and brand standards.
- Increased call answer rate from <30% to 70% following launch, by optimising qualification and call-to-action flow - outperforming the prelaunch benchmark
- Delivered higher-quality leads compared to partner-sourced channels by reducing user U-turns and clarifying decision points in the quote funnel.
- Mapped service blueprints and designed advisor-facing tools, improving backstage processes and reducing handover friction for smoother end-to-end service delivery
- Used usability testing and analytics dashboards to diagnose friction points and guide prioritisation.
- Worked closely with compliance teams to ensure journeys met FCA guidelines while improving user clarity and conversion
- Collaborated cross-functionally with product, engineering, operations and marketing to deliver and iterate in agile sprints.

UX Designer (Agency) | Catch Digital | Jan 2023 - Jun 2023

Designed responsive platforms for 3 clients across the private and charity sector clients, focusing on usability, accessibility, and business alignment

- Facilitated collaborative client workshops, effectively gathering and defining project requirements to shape user-centred design strategies.
- Delivered detailed wireframes and responsive design prototypes, ensuring usability, accessibility, and alignment

with client business objectives.

- Improved client and stakeholder communication by clearly articulating UX decisions, laying robust foundations for future development cycles.

UX Designer (EdTech) | ABRSM | Aug 2022 - Jan 2023

Led product discovery for a new digital initiative within EdTech and music education.

- Conducted in-depth user research and market analysis, clearly identifying critical gaps in market demand and technology infrastructure, saving the organisation approximately £70,000 in potential misallocated investment.
- Delivered evidence-driven UX insights, influencing senior management's strategic decision-making by providing transparent assessments of product viability and feasibility.
- Clearly communicated complex technical and strategic challenges to stakeholders, demonstrating resilience and integrity in advocating for user-centric, sustainable product decisions

UX Designer (PropTech) | Boomin | Jul 2021 - Jul 2022

Designed for both consumer and agent-facing platforms within a dynamic PropTech startup.

- Redesigned the SmartVal feature, significantly enhancing lead quality and improving engagement rates between homeowners and estate agents
- Mapped current and future state workflows for lead feature update within the agent CRM, enabling clear task handover and supporting delivery within tight deadlines and a smooth feature update.
- Conducted user research, including A/B testing and usability evaluations, to validate design improvements, resulting in measurable user experience enhancements.
- Contributed to shared design systems and centralised UX practices across multi-team environments.

UX Designer (MarTech) | Gofamer | Jan 2021 - Jul 2021

Supported MVP design for an influencer marketing platform.

- Conducted competitor analysis of influencer marketing platforms to identify industry trends and opportunities.
- Developed user personas, task analyses, and user flows, for user groups working with influencer campaigns.
- Designed wireframes for new data analysis & reporting features, enhancing usability and data accessibility.

Earlier Career in Education | 2005 - 2020

Worked across schools, charities, and prison services. Designed and delivered inclusive learning services and outreach programmes, building foundational skills in facilitation, systems thinking, and communication.

Education & Certificates

Analysing Qualitative UX Data | Nielsen Norman Group (NN/g) | March 2025

AI for Designers | IxDF - Interactive Design Foundation | March 2025

Product and UX: Building Better Partnerships | Nielsen Norman Group (NN/g) | Dec 2022

UX Design | CareerFoundry | April 2020 - Jan 2021

Masters in Music | Guildhall School of Music & Drama | Sept 2013 - Jun 2015