JACQUELINE CHADWICK

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Portfolio: uxfolio.co.uk

EXPERIENCED PRODUCT DESIGNER

A seasoned Product Designer with extensive experience in UX/UI design, specialising in building intuitive, scalable systems for web and iOS platforms. As the founding product designer at InCard, I work closely with the CEO to shape the company's vision and translate it into seamless user experiences. Designing user journeys that align with business goals, I ensure a smooth and intuitive experience for users across both web and iOS platforms. My work spans industries such as finance, startups, healthcare, and eCommerce, focusing on balancing user needs with business objectives. A proven track record in creating and maintaining design systems, collaborating with stakeholders, and ensuring seamless handovers to development teams supports this approach.

Fully committed to the entire design process, from concept to final product, thriving in dynamic, collaborative environments to drive product innovation and improve user satisfaction.

CAREER EXPERIENCE

INCARD

FOUNDING PRODUCT DESIGNER

Incard Ltd. - Blackfriars, London

Dec 2021 - Present

Incard is a cutting-edge financial platform designed to streamline expense management for modern creators, such as influencers and fast-growing businesses. With a smart company card and an intuitive dashboard, Incard empowers creators and their teams to manage spending in real time, track expenses, and optimise their budgets seamlessly. Tailored for the dynamic needs of today's digital entrepreneurs, Incard offers features like automated expense categorisation, spending controls, and detailed analytics, making it easier to maintain financial clarity and transparency while focusing on building and growing their brand.

My role at Incard
As the Founding Product Designer at Incard, I've been responsible for shaping the design and user experience from the very start. I've led the design of our iOS and web apps, focusing on creating seamless, intuitive interfaces that make key user journeys—like onboarding and payments—simple and enjoyable. Working closely with the team, I've developed a consistent design system that scales as we grow, helping Incard deliver a polished and engaging product that users love.

I worked directly with the CEO to conceptualise the company's vision and translate it into a working user experience. Over the past few years, I have designed a vast number of screens and mapped out diverse user scenarios that account for a variety of interactions, covering both optimal paths and edge cases.

Design System Creation
I set up a comprehensive design system in Figma, utilising variable modes to efficiently power themes. I created a scalable system where colour, typography, and component styles could quickly create mock-ups.

Responsibilities:
- Created and managed a scalable design system for web and iOS platforms
- Collaborated directly with the CEO to align design with the company vision and business goals
- Designed user journeys, including various states for optimal and complex scenarios
- Conceptualised a vast number of screens for many scenarios, ensuring a consistent user experience across the product
- Handed over detailed design specifications to development teams, ensuring smooth implementation
- Worked closely with developers to refine and iterate on the product, addressing both technical and user experience challenges
- Led the design of key features from concept to final product, supporting product growth

LEAD UI DESIGNER (ASSOCIATE DIRECTOR LEVEL)
NatWest - Coutts Private Bank - Strand, London

Jan 2020 - May 2021

Coutts is an award-winning private banking company and is part of the NatWest group. Coutts provides modern banking underpinned by a renowned tradition of service and has a reputation for managing the financial needs of exceptional people while preserving a personal touch.

Coutts banking iOS/Android apps and banking responsive websites.
As part of a digital transformation project, I lead the UI team to design new iOS/Android apps and responsive websites. The UI team created user journeys for each section of the applications. These were tested with users and checked for accessibility.

NatWest new product design and branding
I worked in a core team with product owners, the legal team, developers, business analysts, UX designers and researchers and a development team specialising in onboarding applications. I led the rebranding of the UI of the design systems and started to create the journeys for overdrafts on the new platform.

Design Systems
I led the creation of several design systems for the new applications. Using abstract and Sketch for version control.

Management
I managed the UI team and provided coaching and mentoring, weekly check-ins, goals setting and reviews.

Responsibilities:
• Design systems creation and management
• Design systems guidelines and best practices
• UI team management and mentoring
• iOS and Android app design
• Responsive website design
• Design operations
• Workflow and process
• Stakeholder workshops

SENIOR UX/UI DESIGNER
Finixio Ltd. Lower Thames Street, London

Dec 2018 - Jan 2020

A startup based at London Bridge, Finixio compares products and services across the finance and trading industry.

I created new product designs for the company's various stock, crypto, investing and trading platforms. From initial stakeholder interviews, quantitative and qualitative research, information architecture leading up to the UX processes to final UI prototypes. I always ensure continual improvement and iteration of user journeys by gathering regular feedback.

During my time with the company, I carried out major rebranding and design overhauls of the various products. Working closely with developers to create an extensive UI component library and style guide to drive the platform and save both design and development time by re-use of interface elements, ensuring consistency.

I like to work smart by adding design elements into libraries and using theming techniques using type, layer and symbol styles and palettes to drive the companies projects.

Working hand in hand with a team of developers, gathering stakeholder requirements, brainstorming potential solutions to translate into user-friendly information based components, defining handover specifications and exporting assets ready for development.

UX/UI & VISUAL DESIGNER - BRAND PARTNER
Cancer Research Head Quarters - London

2018

As a UX/UI designer for Cancer Research, I worked alongside a team of UX researchers, improving user journeys for the organisation's sites and apps.

Significant projects included the redesign of the Cancer Research homepage and enhancing the customer donation journey employing user testing, information architecture and wireframe creation through to high fidelity UI designs with interactive prototypes. Many of the designs I created were user-tested, and I often accompanied the user research team to conduct in-person user testing.

I worked with developers to introduce new desktop, tablet, and mobile designs, creating fully responsive journeys. I made documentation to hand over to developers throughout the project and worked closely with them to ensure the code quality matched the final designs.

During the brand optimisation project, I became a brand partner and spokesperson to ensure that the various departments upheld the brand identity. I was also appointed as the accessibility advocate within the organisation, regularly testing designs for accessibility issues and reporting on the findings.

Another key project I was responsible for as part of the brand optimisation was the creation of custom illustrated icon sets for the many research papers and website areas that required visual cues.

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EXPERIENCED PRODUCT DESIGNER

DIGITAL DESIGN MANAGER
Gaming Realms
2017-2018

As a UX/ UI Designer for the company, I was subsequently promoted to Digital Design Manager overseeing a small design team.

Responsibilities included managing, coaching and mentoring junior designers, setting goals, conducting one to one reviews, work trafficking and creating design tutorials for juniors, including composition, layout, typography, sketch and photoshop workshops.

Project highlights included creating several television gaming brands for high-profile clients, including Channel 4, The Daily Star and The Daily Express. The responsibilities included brainstorming new product features and campaigns to promote TV shows. I designed TV games portal websites, ensuring continuous iteration for optimal journey outcomes. I regularly took part in stakeholder interviews and was assigned brand guardian duties.

UI & DIGITAL DESIGNER
PlayTech Plc.
2014 - 2017

Playtech is one of the worlds largest online gaming providers. My role included user interface design and graphic design for B2B platforms, including News Group's Sun and Mirror Newspapers.

My responsibilities included gathering specifications, competitor research and analysis and design pattern research to create new features across multiple devices and responsive viewports. Working in a multidisciplinary team, I conducted stakeholder interviews, gathered requirements, and worked through all project phases from wireframe to final high fidelity prototypes. I collaborated closely with the front end development team and handed over projects with full design specifications.

FREELANCE UX/UI DESIGNER
Soma Web Design
2006 - 2014

I worked with a small web agency in Marbella, Spain, alongside a full-stack designer & developer. I designed bespoke database-driven solutions for estate agents to manage properties. The system allowed users to search for villas, and filter by attributes. I created property management dashboards that let each agent to add, edit, remove, manage rental calendars and keep in contact with tenants. I worked with a diverse range of companies in various fields, including finance, forex trading, broadband, telephone and TV providers, Law firms, UK pet food manufacturing and more.

Responsibilities included conducting stakeholder interviews, wireframes, website UI, visual design and branding.

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Skills

- UI/UX Design in Sketch/Figma
- Hand sketching design patterns
- Prototypes and wireframing
- Design for responsive frameworks
- Competitor research/user testing
- Brand analysis and heuristic reviews
- User flows and rapid prototyping
- Site maps and information architecture
- Stakeholder interviews and workshops
- Brand creation with style guides

- Design system and pattern libraries
- Print design
- Basic knowledge of HTML/CSS
- Sketch App and Abstract version control
- Photoshop and Illustrator
- Marvel / Invision / Zeplin
- Balsamiq wireframes
- Hand-drawn wireframes
- CMS editor experience

Soft Skills

- Problem solver
- Team player
- Empathetic & user-centric
- Mediator, planner and organiser

- Requirement gathering
- An eye for detail with critical thinking
- Decisive, self-motivated
- Good time management

A little bit about me

I'm an avid reader, particularly fiction, but I also like to keep up with design topics. I enjoy exploring the many hidden wonders that London offers and like escaping to the country for some fresh air and walks. I love to cook and am always trying new recipes for better or worse. As most people do, I love a good series or movie and occasional travel when time permits.