Jacqui Chadwick

Lead Product Designer

UX / UI

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Hands-on product designer with 20 years of experience across banking, fintech and digital products. Turns complex requirements into clear customer journeys, from research and information architecture to interaction design and high-fidelity UI. Combines strong visual craft with accessible design, reusable components and close engineering collaboration.

EXPERIENCE

Incard

Dec 2021 - Present

Lead Product Designer

- As a founding designer, redesigned core payments, business onboarding and multi-currency account journeys for Incard's web and mobile refresh.
- Designed customer journeys for Flex, Incard's revolving credit product.
- Built foundational design-system components and partnered with engineers to implement them consistently across the product.
- Led design planning for a three-person team and coached designers on UI craft, interaction states and stakeholder collaboration.
- Used Claude Code with Figma integration and reusable design-system skills to build interactive prototypes aligned with existing components and design standards.

Coutts / NatWest

Jan 2020 - May 2021

Lead UI Designer

- Designed and led UI work for iOS and Android apps and responsive websites within the Coutts and NatWest digital transformation programme.
- Led the design-system overhaul, tested journeys for accessibility and began designing the overdrafts journey on the new platform.
- Coached the UI team through weekly check-ins, goal setting and reviews.

Finixio

Dec 2018 - Jan 2020

Senior UX/UI Designer · Affiliate marketing

- Designed affiliate marketing experiences across crypto and trading verticals, from stakeholder research and information architecture to high-fidelity UI.
- Partnered with developers on a reusable component library; supported user stories, stand-ups and sprint planning.

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Lead Product Designer / UX/UI

EXPERIENCE

Cancer Research UK

Jul 2018 - Dec 2018

UI Designer

- Redesigned the main website homepage across desktop, tablet and mobile as part of a wider site overhaul.
- Acted as the technology department's accessibility advocate, tested designs against accessibility standards and joined in-person user research sessions.
- Designed icon sets for research papers and website sections.

Gaming Realms

Mar 2018 - Jul 2018

Digital Design Manager

- Led a second iteration of the design system, built responsive templates to reduce manual production work and ran A/B testing workshops.
- Combined hands-on design with design direction, mentoring and stakeholder collaboration.

UX/UI Designer

Mar 2017 - Mar 2018

- Worked on two design systems supporting 11 responsive websites and apps for ITV, Channel 4, The Daily Star and The Daily Express.
- Designed ITV's game hub connecting games with programmes including Love Island, The X Factor, Britain's Got Talent and Dancing on Ice.

Playtech

Dec 2014 - Mar 2017

UI & Digital Designer

- Designed B2B gaming platform interfaces for News Group, The Sun, The Mirror, Channel 4 and ITV.
- Worked across requirements, competitor research, wireframes and high-fidelity prototypes within a multidisciplinary team.

Soma Web Design

Dec 2006 - Mar 2014

UX/UI Designer · Marbella, Spain

- Designed bespoke property tools, including search and filtering, rental-calendar dashboards and tenant communication.
- Delivered stakeholder interviews, UX, wireframes and responsive UI across finance, forex trading, telecoms, legal and other sectors.

EXPERTISE

UX/UI & interaction design · User research & usability testing · Information architecture · Design systems & component libraries · Accessibility · Developer collaboration · AI-assisted prototyping · Claude Code · Figma integration · Design-system skills for AI workflows