Lead Product Designer
Harriet Atherton

+44 (0)738 0315 215
athertonharriet@gmail.com

LinkedIn click here
Portfolio – www.harrietatherton.com

ABOUT

I'm a Lead Product Designer who thrives in fast paced environments, bringing clarity to complex problems and guiding products from early discovery through to polished, user centred experiences. I work closely with stakeholders, product teams and engineers to ensure we build something genuinely useful, combining clear thinking, strong research skills and a calm, practical approach.

SKILLS

- Workshopping
- Stakeholder Collaboration
- User research
- Design system creation
- Usability testing
- Wireframing
- Prototyping

TOOLS

- Figma
- Adobe XD
- Linear
- Jira
- Userbrain
- Figjam
- Miro
- VWO
- Userlytics
- Hotjar

EDUCATION HISTORY

CAREER FOUNDRY
JUNE 2020 – NOVEMBER 2020
Online Certificate in UX Design.

TRINITY COLLEGE DUBLIN
2013– 2017
Bachelors Degree in Economics and Business, obtained II.1

UNIVERSITY OF TORONTO
2015 – 2016
Exchange Program, Economics and Business, I.1 | 3.7 GPA

EXPERIENCE

CODE AND THEORY ON T. ROWE PRICE (FULL–TIME EMBEDDED)

Senior Experience Designer | London | Jul 2024 – Present
Lead the design of a new client portal for a wealth asset manager.
Shape the product direction by bringing clarity to complex requirements and aligning teams around a clear, user centred approach.
Partner with stakeholders, product and engineering to plan features, refine journeys and support decision making
Create journey maps, flows and high fidelity designs that establish a coherent and scalable experience

BALDWIN'S

Freelance Senior Product Designer | London | Aug 2023 – Apr 2024
Led the redesign of the Baldwin's and Stanley Gibbons auction platform
Directed discovery activities and workshops to define problems and shape product direction
Created end to end journeys, IA and high fidelity designs for a new customer centric experience

SHOWPIECE INVEST

Freelance Senior Product Designer | London | Mar 2023 – Jul 2023
Owned the UX strategy across the investment experience and prioritised improvements with stakeholders
Designed user flows for onboarding, investment tracking and account management to support conversion
Ran user testing and synthesised insights to guide product decisions
Facilitated workshops with founders to refine product values and long term direction

PROPELLE

Freelance Senior Product Designer | London | Jan 2023 – Sep 2023
Led end to end design for Propelle's wealth platform, shaping overall structure and product identity
Ran research, workshops, IA and prototyping to build a clear and intuitive user experience
Delivered high fidelity designs aligned to brand and supported engineering during development
Defined early design principles and user flows that informed product strategy

EXPERIENCE

HUNCH

Freelance Product Designer | London | Aug 2022 – current
Projects: Netflix LMS platform, the Arterial Group, the Revive Body Method
Altair Wealth Services, NoLabel Ventures, Journalling for Clarity, Emotional
Eating with Marilyn and Snapshot.
Worked on end–to–end on projects, completing initial discovery to producing a
hi–fi screens and collaborating with developers for implementation.

RADICALLY DIGITAL

Senior Product Designer | London | January 2022 – August 2022
Mentored and supported junior designer on client.
Conducted A/B testing using VWO, testing different hypothesis using design
variants to optimise conversion.
Conducted user research including user interviews and testing to identify
user needs and pains points, and used insight to create personas.
Led workshops with senior stakeholders to define the user problem, identify
user needs and business requirements.

Product Designer | London | February 2021 – January 2022
Created full end–to–end products acting as lead designer.
Collaborated with developers, product owner and scrum master to ensure
designs were technically feasible and deliver the final user–centric product.
Facilitated workshops with key stakeholders to identify requirements and
gather research.
Analysed data from Google Analytics and Hotjar to assess user experience.
Presented design solutions to stakeholders, communicating my rational.

HYDROTOPS

Freelance UX Designer | Remote | November 2020 –January 2021
Led the redesign of the responsive web application from research through to
final UI
Delivered flows, wireframes, high fidelity designs and a complete style guide
Collaborated with developers to ensure accurate and smooth implementation

BANK OF IRELAND, CORPORATE BANKING

Associate | London | September 2019 – February 2020

Management Associate | London | September 2017 – August 2019

Intern | Dublin | June 2017 – August 2017