P

Phil Pountney — a digital product designer with over 12 years of experience.

I put people at the heart of everything I design.

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Skills & Knowledge

Information architecture
User flows
Journey mapping
Wireframing & prototyping
Visual design
Interaction design
Workshop facilitation
Design thinking
Product thinking
Double diamond process
Jobs to be done
Human centred design
Agile
Qualitative research
Quantitative research
UX audits
Communicating & presenting
Design systems
Leadership

Tools

Figma · Sketch · Miro · Jira
Adobe Suite · Confluence
Notion · Loom

Experience

Senior Product Designer
Cera Care · Feb 2023 - Present

#1 Health-tech company in the UK.

Design lead in a cross-functional team, developing a greenfield scheduling system, aiming to create efficiency and continuity of care delivery across all Cera branches.

Adopting first principles thinking throughout, challenging assumptions and breaking complex problems down into solutions. Focused on understanding user goals, motivations and journeys, adopting a lean UX approach to discovery and delivery of key features.

Senior Product Designer
383Project · Dec 2020 - Feb 2023

A digital product studio, creating industry-leading digital products.

Design lead in a cross-functional team working on the Hilton EMEA marketing platform. Identified friction points in the current hotel booking experience via quantitative and qualitative insights. Designed intuitive solutions that led to 189% growth in guests entering the booking funnel, 66% increase in clicks-per-session and 65% increase in time on site.

Led a team of designers in the end-to-end design process, including discovery, problem definition, and delivery, of an MVP redesign of a vehicle maintenance management software solution. Successfully helped develop a proof-of-concept that resulted in an ongoing long-term contract.

Senior Product Designer
Vax Ltd · Sep 2018 - Nov 2020

A leading e-commerce brand in the floor care industry.

Led a UI/UX design team of three toward the design of crucial features introduced to support the roll out of a new flagship product range.

Digital Team Leader
Native Web Ltd · April 2016 - May 2018

Leading a small agency team towards delivering quality digital products.

Web Designer/Developer
Citizen Communication · Oct 2011 - April 2016

Worked initially in a small team, then solely responsible for the design and build of all studio digital projects.

Education

Bsc Computing (with honours) 2:1
University of Worcester · 2008 - 2011