Rowan Ellis

Senior Product Designer

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SUMMARY

Product designer with nine years in B2B and fintech products. I lead discovery, prototype quickly and work closely with engineering to ship design systems and workflows that measurably cut support load. Looking for a senior or lead role on a small, product-led team.

EXPERIENCE

Senior Product Designer · Harbourline — Mar 2022 – Present
London (hybrid)

- Led the redesign of invoice reconciliation for 4,000 small-business customers; matching time fell from 11 to 4 minutes per batch.
- Built the Harbour design system in Figma with 140 components and design tokens shared with the React codebase, cutting UI review rounds by half.
- Ran 60+ customer interviews and usability tests a year and turned them into a research repository the whole product team uses.
- Mentored three mid-level designers; two were promoted within 18 months.

Product Designer · Fernway — Jun 2018 – Feb 2022
Manchester

- Designed onboarding for a payroll product; activation rose from 38% to 61% in two quarters.
- Introduced weekly prototype reviews with engineering, which caught accessibility issues before build and brought the app to WCAG 2.2 AA.
- Responsible for the mobile app's settings and notifications.

UI Designer · Studio Kettle — Jan 2016 – May 2018
Manchester

- Designed web and mobile interfaces for 20+ client projects, from retail checkout flows to a museum ticketing app.
- Set up the studio's first shared component library.

PROJECTS

Ledger Notes
A side project: an open-source Figma plugin that annotates designs with accessibility notes for developers. 9,000 installs.

EDUCATION

BA (Hons), Graphic and Communication Design — 2012 – 2015
University of Leeds

SKILLS

Design · Product design, Interaction design, Design systems, Prototyping, Information architecture

Research · User interviews, Usability testing, Journey mapping, A/B testing

Tools · Figma, FigJam, Framer, Maze, HTML and CSS, Jira

CERTIFICATIONS

Certified Professional in Accessibility Core Competencies (CPACC) · IAAP · Sep 2021

LANGUAGES

English (native), Spanish (professional)