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.

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

EDUCATION

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

CERTIFICATIONS

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

LANGUAGES

English (native)
Spanish (professional)