Claire Cessford

Senior UX/UI & Product Designer • London, UK

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Senior UX/UI & Product Designer with over fifteen years' experience across user research, interaction design and UI, delivering accessible digital products for complex, large-scale organisations. Uses AI hands-on across research synthesis, ideation, prototyping and documentation, most recently taking a mortgage lender's mobile banking app from business requirements to working journeys in four weeks. Built design systems from scratch at Zero100 and for large corporate brands, and has unified fragmented platforms at BBC Studios. Experienced in internal and enterprise platforms, including tools for 13,000 Google sales professionals and a developer portal serving Bank of America, Google and Amazon. Presents design rationale clearly to senior stakeholders and cross-functional teams.

AI in my workflow

- **Research synthesis:** used AI to synthesise research on Share To Buy and the Google platform at &Above
- **Ideation:** used AI for ideation on a FinTech client's mobile banking app built in 4 weeks
- **Prototyping:** used Claude to turn business requirements into working journeys for the same client, and vibe coded an interactive prototype for Google stakeholder reviews
- **Documentation:** expanded a React design system with Claude and produced engineering handoff docs
- **Tools:** Claude, Claude Code, Figma Make, Weavy

Work Experience

Senior Product Designer – FinTech client (Contract, Oct 2026 – Nov 2026, under NDA)

- Vibe coded a complete customer-facing mobile banking app for a mortgage lender in four weeks, using Claude to take business requirements straight to buildable, working journeys instead of static Figma handover
- Used AI for ideation throughout the project
- Mapped complex end-to-end user flows in Miro, covering happy paths, errors, empty, loading and edge states, and presented them to client stakeholders and engineers
- Expanded the existing React Native design system with Claude, referencing gluestack.ai and Tailwind CSS, and produced engineering handoff docs and a fully articulated, component-led design system
- Defined GA4 component nomenclature to analyse user behaviour for future iterations

Senior UX/UI Designer – Share To Buy (Contract, from May 2026)

- Led a CRO and mobile-first UX engagement for a shared-ownership property portal, targeting the search-to-enquiry funnel
- Ran a quantitative audit using GA4, Google Search Console, GTM, Core Web Vitals, PageSpeed and Hotjar to baseline conversion and pinpoint drop-off

- Conducted five moderated usability sessions plus heuristic evaluation, Hotjar heatmaps and session recordings, and competitor benchmarking to build a prioritised UX friction inventory
- Used AI for research synthesis across the engagement
- Facilitated a two-part UX workshop with cross-functional stakeholders to align on problem framing, mandates and constraints
- Translated findings into 86 prioritised, effort-scored recommendations mapped to every usability issue
- Delivered high-fidelity Figma designs and developer handoff docs, working with engineers on implementation

Senior UX/UI Designer – &Above (Apr 2026 – May 2026)

- Led UX design for a Google AI platform serving Global Partnerships members, working directly with senior client stakeholders
- Designed wireframes and concepts for an internal training platform used by 13,000 Google sales professionals across YouTube, Measurement and Search
- Established the navigation framework to reduce friction across users' training journeys
- Used AI for research synthesis and vibe coded an interactive prototype for stakeholder reviews
- Presented concepts directly to senior Google stakeholders, translating design decisions into clear narratives
- Delivered across four additional concurrent projects while managing competing priorities

Senior Product Designer – ATG Entertainment (Jul 2025 – Dec 2025)

- Designed an OTP login journey that converted 16K anonymous visitors into identifiable, trackable users
- Managed the design process for a complex $40M USD e-commerce subscriptions booking flow, covering multiple bookings across three venues, checkout and payment options
- Built complex prototypes and handoff documentation, flagging accessibility issues and development constraints
- Worked with engineers to keep Storybook components consistent with Figma tokens, variables and styles

Lead Product Designer – Zero100 (Apr 2024 – May 2025)

- Increased repeat usage by 10%, monthly login rate by 8% and engagement conversion by 4%
- First digital designer on the Zero100 product, building the entire design system in Figma from scratch where nothing existed before
- Devised the strategy to deliver a native iOS & Android app to market in six months
- Conducted stakeholder and user interviews, competitor benchmarking and a tree test to restructure the information architecture
- Aligned stakeholders to invest in a high-impact AI feature based on user feedback
- Completed a heuristic evaluation and accessibility report

Senior UX/UI Designer – BBC (Jan 2024 – Apr 2024)

- Evaluated the lapsed-customer problem behind a £52M yearly revenue loss, using user interviews, persona research and competitor analysis
- Facilitated a three-day ideation workshop via Miro with ten colleagues across design, research and product, generating four strategic themes and 18 new designs
- Designed four high-fidelity prototypes within four weeks, based on the most viable, feasible and desirable themes

Senior Product Designer – BBC Studios (Jun 2023 – Jan 2024)

- Led UX/UI design to unify fragmented video-on-demand and live platforms across mobile, tablet, desktop, Web TV and native iOS & Android, launching on schedule
- Managed stakeholders from Brightcove, PA Media and the BBC through the complex API workflow behind the fragmentation
- Produced hierarchical task analysis, journey maps, wireframes and high-fidelity prototypes grounded in research
- Ran a full WCAG 2.1 AA accessibility audit covering keyboard navigation, screen reader access, colour contrast and responsiveness

View here for additional work history

Education

- Professional Diploma in UX Design – UX Design Institute, Glasgow Caledonian University
- FDA PPP-HND Degree – London College of Printing, University of the Arts London

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Skills

Design strategy, leadership, mentoring, stakeholder management, design handoff, workshop facilitation, UX Design, UI Design, Product Design, User Research, Usability Testing, Accessibility Audits (WCAG 2.1 AA), Information Architecture, Interaction Design, Wireframes, Prototypes, Design Systems, Agile Delivery, Claude, Claude Code, Figma, Figma Make, Weavy, Miro, Storybook, GA4, Hotjar, Pendo, UserTesting, Adobe Creative Suite, Adobe XD, Coding languages including HTML5, CSS3, API Integration.

Recommendations

Claire is among the most collaborative designers I have had the pleasure of working with. Her thorough research into customer challenges, combined with a meticulous design process that invites and integrates feedback, results in solutions that are truly customer-centric. She is highly organized, an excellent communicator, and able to work independently. Claire also took the initiative to facilitate user research, deepening our understanding of the product from the user's perspective. I would definitely recommend Claire for any design work on web or mobile apps!
Ryan Mahoney, Senior Product Manager Zero100

Claire has been great - coming into a broad problem space and helping both herself and our team understand it through her analysis and playback of the key themes she uncovered.

This understanding has become a foundation of our design exploration which Claire has both contributed directly to and facilitated others through workshops and sharing.
John Mcghee, Design Lead BBC

Claire is an extremely talented and hard working experience designer. She works with an unparalleled rigour, producing some of the most comprehensive experience benchmarking research I have ever seen. She is attentive to small design details that add up to make big differences, and at the same time operate at a higher level to craft journeys and experiences that users love. Claire builds meaningful relationships with her colleagues, is a joy to lead and an asset to any team she is part of.
Max Borgeat, UX Leader Worldpay
Additional recommendations here