KIT HARDY.

Senior Product Designer

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🗊 A bit about me

- 6 years of product design experience, infusing core principles from my architecture background in my UX/UI work.
- Diverse experience in-house + agencies across finance, pharma, wellness, SAAS, VR, charity and e-commerce sectors.
- Proficient in both UX and UI methodologies, I bring a harmonious blend of functionality and visual elegance to my work.
- Passionate about sustainability in design. Co-founded OneGo, a sustainable travel startup.
- I've mentored junior UX designers part time and also business founders in programs like Future Startup Now.

‹ What I have done recently

- Spent the last 2 years at Moments of Space, a Meditation app, leading design initiatives to improve product stickiness.
- Focus included integrating AI, gamification, and community aspects, creating moments of delight for users.
- Leveraging user data from mixpanel to drive fast innovation in features.

› What I'm looking for

- A senior product design role on a B2C product.
- A company that values user centricity, data-driven design, and innovation.
- I'm keen to find a role where I can continue to bring my passion and creativity to the product and make my mark on.

Experience

● Moments of Space (iOS Meditation app) / Senior Product Designer

Perm: 06/2022 - 03/2024

A Meditation app that has partnered with a multi-million dollar global A lister.
Within my role at Moments of Space, I worked on a variety of areas within the app:

- Collaborated closely with cross-functional team, spearheaded designs for 8 key user journeys while maintaining and growing our design system.
- Implemented data-driven solutions to live user behaviour, utilising mix-panel analytics and increasing product stickiness by **6%**.
- Led the implementation of AI recommendations in the app, working closely with developers.
- Spearheaded user research and testing to validate and test new concepts.
- Pioneered a MoS community led user-testing approach, involving our Discord community for real-time feedback.
- Worked closely with developers to evolve our QA methodology and create better UX documentation for handover.
- Spearheaded the design on a Vision OS app (VR) offering.
- Led the design on a web3 open letter NFT campaign, seamlessly integrating blockchain functionality.

● Graphite Digital (UX Agency) / Senior Product Designer

Contract: 03/2022 - May 05/2022

I worked on a short-term contract basis for a prominent pharma client, using existing design system to develop user journeys.

● HC Media (Website) / Senior Product Designer

Contract: 07/2021 - 03/2022

I worked on creating a social platform that connects creatives with their audiences. Spearheaded the full end to end of this website design. The role included responsive design (5 different responsive frame sizes), user testing, market research, and creation of the design system. Creating a overall sleek, beautiful and user friendly social platform.

This Place (UX Agency) / Product Designer
Perm: 01/2020 - 07/2021

Within my role at This Place, I worked on a variety of projects, including:

- **Albert Essentials app,** worked with one other designer, undergoing the full end-to-end creation of the reactive native app. The project consisted of a 5 month design process.
- **Ahold Delhaize**, a supermarket corporation. In a team of 3, focusing on optimising web experiences. With connected brands across 8 countries in Europe and millions of weekly users, my role included creating full complex prototypes of common journeys, improving visual branding, and optimising the journey for delivery and collection, improving drop off rates by **22%**.
- **Big Issue**, for which I spearheaded the design. Conducted a UX audit of the current site and COVID-19 appeal page. Undertook a full redesign of this page and other areas, aiming to provide awareness and support for the Big Issue vendors during the pandemic. This increased the Covid-19 appeal page donation conversation rate by **6%.**

Foolproof (UX Agency) / Product Designer
Perm: 09/2018 - 01/2020

Within my role at Foolproof I worked on a variety of projects which included:

- **AVIS**, an established car rental service, wherein me and another designer had the task of redesigning their end-to-end booking journey. Streamlining and utilising their user flows, creating user journey maps and providing recommendations.
- **Adobe products**, optimised the landing pages for Adobe products, such as Photoshop, Illustrator, Indesign & Premier Pro for the French and Russian market. I was the main designer on this project, with the project lead to support.
- **Pet Plan**, redesigned a quote-to-buy experience for Pet Plan, an pet insurance company. I was working with one other designer on this project.
- **Oneshot**, supported the development of One Shot Immersive's virtual reality training experience, used to improve mass casualty triage in high-threat environments in Syria. Providing a UX audit of the app and conducting user testing
- **RBS Group**, redesigned their information architecture across all their brands.
- **HSBC**, worked on research, customer journey maps and focus groups.

Other experience

OneGo (Travel app) / Co-founder / Product Designer
Part-time: 08/2020 - 04/2022

Led design efforts for OneGo, a sustainable travel service app, collaborating with cross-functional team of 4 to develop a comprehensive app mvp with 8 user journeys. My responsibilities encompassed user testing, extensive market research, and creation of a robust design system. Built using Flutter, a hybrid app-building tool for both iOS and Android.

Tools

Figma, Sketch, Protopie, Invision, XD, Zeplin, Photoshop, Illustrator, Userzoom, Usertesting, Jira, Notion, Mixpanel & Miro

Skills

Responsive design, User and Landscape research, User flows, User testing, Prototyping, Digital illustration & Stakeholder management

Methodology

Scrum, Agile, Waterfall, Kanban & Google sprints

Education

Art Foundation	**BA: Interior Architecture**	**UX Design**
University of Arts London	University of Brighton	RED Academy
2011-2012	2012-2015	Jan-April 2018