KIT HARDY.

Senior Product Designer | AI Products & Workflows

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A bit about me

- **Designing customer-facing AI tools end-to-end; using AI to accelerate research, prototyping and delivery.**
- 8 years of product design across in-house teams and agencies, spanning procurement, wellness, finance, pharma, SaaS, VR and charity e-commerce.
- Equally strong in UX and UI, from research, flows and prototyping through to polished interfaces and design systems, so I can own both sides in lean product teams.
- Mentored junior UX designers and startup founders through programmes like Future Startup Now.

Experience

Efficio Consultancy (procurement) / Senior Product Designer

Contract: 05/2024 - 08/2026

Within my consultancy contract at Efficio, I was Design Lead for Yorkshire Water and designed across client-facing and internal platforms, focusing on data-driven UX, AI-assisted workflows and stakeholder alignment:

- **Design Lead for Yorkshire Water's cost assurance app,** designing suspicious-order detection flows and dashboards; increased monthly review rate **4.3% → 10.7%.**
- **Built an AI-assisted research workflow:** organised Heap analytics and monthly interviews with 12 users in Airtable, turned them into a Persona Hub of role-based prompts, and used these to test Codex prototypes before build.
- **Helped scale Efficio's internal consultancy platform from 12 to 790 users** as part of a four-person design team, designing and enhancing project management tools for consultants.
- **Designed customer-facing AI tools** within Efficio's client platform, shaping end-to-end workflows for users.
- Introduced AI tools into our daily design process, improved Figma file structure and strengthened developer handovers for faster delivery.

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

Perm: 06/2022 - 03/2024

A meditation app co-owned by Gwyneth Paltrow.
Within my role at Moments of Space, I worked on a variety of areas within the app:

- **Led design of AI-powered meditation recommendations,** personalising suggestions to each user's current state; worked closely with developers through implementation.
- **Increased product stickiness by 6%** through data-led improvements based on Mixpanel behaviour analytics.
- Designed 8 key user journeys with a cross-functional team while maintaining and growing the design system.
- Set up community-led user testing through the MoS Discord for real-time feedback, alongside research to validate new concepts.
- Led design for a visionOS (VR) app and a web3 NFT campaign; improved QA and UX documentation for developer handover.

Graphite Digital (UX Agency) / Senior Product Designer

Contract: 03/2022 - 05/2022

- Designed user journeys for a prominent pharma client using their existing design system.

HC Media (Creative Social Platform) / Lead Product Designer

Contract: 07/2021 - 03/2022

- Led end-to-end product design for a creative social platform connecting creators and audiences; partnered with engineers to launch the MVP.

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,** co-designed a React Native app end-to-end with one other designer (5-month delivery).
- **Ahold Delhaize**, a supermarket corporation. In a team of 3, built prototypes and improved delivery/collection journeys across 8 EU brands; **reduced drop-off 22%.**
- **Big Issue**, led UX audit and redesign of the COVID-19 appeal journey; **increased donation conversion 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**, redesigned the end-to-end booking journey with another designer; delivered flows, journey maps and UX recommendations.
- **Adobe products**, optimised the landing pages for Adobe products, such as Photoshop, Illustrator, InDesign & Premiere Pro for the French and Russian markets. I led the design on this project, with the project lead to support.
- **Petplan**, redesigned the quote-to-buy experience for the pet insurer, working with one other designer.
- **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. Provided a UX audit of the app and conducted user testing.
- **RBS Group**, redesigned their information architecture across all their brands.
- **HSBC**, worked on research, customer journey maps and focus groups.

Other Experience

Aye Up (anti-social media app) / Freelance Product Designer

Part-time: 11/2025 - present

Designed key flows and UI for Aye Up, a React Native app built by the Offline team, alongside UX guidance on product direction. Launched 09/2026.

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 a 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. We built it in Flutter to launch on both iOS and Android from one codebase.

Tools

Claude Code, Codex, Figma, Figma Make, Velocity, Claude, ChatGPT, v0.dev, Airtable, Lovable, Photoshop, Illustrator, UserZoom, UserTesting, Jira, Notion, Mixpanel, Heap & Miro

Skills

AI prototyping, Design systems, Responsive design, User & Landscape research, User flows, User testing, Prototyping, Digital illustration & Stakeholder management

Methodology

Agile (Scrum/Kanban), stakeholder-led discovery & iteration

Education

Art Foundation
University of Arts London
2011-2012

BA: Interior Architecture
University of Brighton
2012-2015

UX Design
RED Academy
Jan-April 2018