

Jay Soni

Senior UX/UI & Product Designer | Enterprise SaaS | Workflow & Operational Platforms | Design Systems

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PROFESSIONAL SUMMARY

Senior UX/UI and Product Designer with 25+ years delivering end-to-end design across Enterprise SaaS, B2B platforms, FinTech, InsurTech, and HealthTech.

Specialist in simplifying complex, systems-heavy operational products: ordering and inventory portals, supply chain and financing workflows, dashboards, workbenches, data-dense tables, and decisioning tools used by analyst, underwriting, claims, and operational teams.

Deep design systems practice: component libraries, tokens, variants, and documentation built for reuse and governance at enterprise scale, backed by hands-on front-end fluency across HTML, CSS, JavaScript, and React.

Trusted partner to Product, Engineering, and Operations at VP and C-suite level, with a strong track record of running user research, validation, and stakeholder workshops to align teams behind scalable interaction patterns.

CORE SKILLS & EXPERTISE

UX & Product Design

- **End-to-End Product Design:** Discovery, definition, design, validation, delivery
- **Workflow & Operational UX:** Dashboards, workbenches, task flows, data-heavy tables, summaries, actions
- **Supply Chain & Systems UX:** Ordering and inventory portals, sourcing and fulfilment flows, financing and credit workflows, third-party and system integrations
- **Information Architecture & Navigation:** Simplifying complex operational journeys, IA restructure, navigation patterns
- **Interaction Design:** Information hierarchy, state design, error and empty states, edge-case coverage
- **Wireframing & Prototyping:** Low- to high-fidelity, Figma, Axure RP, implementation-ready handover
- **Accessibility:** WCAG 2.1 / 2.2 AA, ARIA, inclusive design by default

UX Audits & Validation

- **Heuristic Evaluation:** Usability pain-point identification, severity rating, prioritisation
- **UX Audits:** Annotated audits, opportunity mapping, quick-win vs long-term recommendations
- **User Research:** Discovery interviews, usability testing, concept validation, evaluative research
- **Analytics & Behavioural Insight:** Heatmaps, funnel analysis, A/B testing, CSAT, journey data

Design Systems & Front-End

- **Component Libraries:** Tokens, variables, variants, documentation, governance, cross-functional adoption
- **Scalable Interaction Patterns:** Reusable approaches across complex, multibrand platforms
- **Front-End Fluency:** HTML, CSS, JavaScript, React; building production-ready, responsive, accessible components
- **Legacy Platform Modernisation:** Working within existing and legacy systems and technical constraints

Stakeholder Management & Delivery

- **Workshop Facilitation:** Discovery, alignment, prioritisation with Product, UX, Engineering, Operations
- **Cross-functional Partnership:** Embedded squad work, requirements refinement, build-quality reviews
- **Agile Delivery:** Scrum, Kanban, SAFe; sprint planning, ceremonies, continuous delivery
- **C-Suite Communication:** Presenting design decisions and trade-offs to senior stakeholders

AI-Enabled Design & Delivery

- **LLM-Assisted UX:** Research synthesis, rapid ideation, prototype acceleration
- **AI-Assisted Design-to-Code:** Component generation and prototyping, with a clear view of where it helps and where it risks system quality or accessibility
- **AI Product Design:** Document understanding flows, guided decisioning, context-aware UI states
- **Evaluation & Simulation:** Scenario-based usability testing, synthetic feedback loops

Toolkit

- **Design & Prototyping:** Figma (component libraries, variables, tokens, auto-layout), Sketch, Axure RP, Adobe Creative Suite, Principle, After Effects
- **AI & LLM:** Figma Make, Cursor, Claude, OpenAI integration workflows

- **Research:** Lookback, Maze, Hotjar, Google Analytics
- **Collaboration:** Jira, Confluence, Miro, Slack
- **Front-End:** HTML5, CSS3, JavaScript, React

PROFESSIONAL EXPERIENCE

VisitScotland | Senior UX/UI Designer (Contract)

UX/UI design for Scotland's national tourism organisation, shaping digital experiences that serve millions of visitors and tourism businesses across the country.

- Drove end-to-end UX across key digital touchpoints, improving information architecture, journey clarity, and accessibility across the platform.
- Partnered with Product and stakeholder teams to align design decisions with business goals and visitor engagement objectives.
- Established scalable design patterns and documentation to support consistency across the organisation's digital estate.

Invisible Inc | Domain Expert & UX/AI Consultant (Freelance)

Specialist domain expert supporting Invisible Inc's enterprise AI client engagements, including work on Google Gemini and Google DeepMind.

- Provided domain expertise to optimise user experience and LLM model experience for Google Gemini, advising on interaction patterns, guided decisioning flows, and AI response quality from a UX perspective.
- Contributed to Google DeepMind project work, applying UX and AI product design thinking to how users interact with and understand LLM-generated outputs for UX and UI design.
- Advised on context-aware UI states, prompt-driven UX flows, and evaluation frameworks to surface usability risks in AI-powered experiences.

Moody's Analytics | Lead UX/UI Designer (Contract)

Design owner for the Moody's Intelligent Risk Platform, an internal SaaS workbench used by global analyst and client teams across data-heavy financial risk workflows.

- Led UX across complex, data-intensive journeys; defined interaction patterns and information architecture for analyst-facing dashboards, workbenches, and reporting tools.
- Built and maintained a reusable component library, tokens, and documentation framework, improving consistency, handover quality, and engineering velocity across workstreams.
- Simplified workflow-heavy operational journeys: multi-state tables, summaries, in-line actions, and edge-case handling across long-running risk processes.
- Integrated LLM-assisted workflows to accelerate prototyping, insight synthesis, and iteration loops, cutting design cycle time significantly.
- Partnered with Product and Engineering leads to ship next-generation platform tooling, resolving requirements ambiguity and reducing rework.

Unipro | Senior UX/UI Designer (Contract)

Lead UX expert across enterprise client engagements, owning application design vision and advising client stakeholders and internal development teams on UX strategy.

- Owned end-to-end UX for enterprise client applications, from discovery and stakeholder workshops through to high-fidelity outputs and developer handover.
- Ran user research, stakeholder interviews, and discovery sessions; defined personas, journeys, and interaction models to inform product direction.
- Contributed to design system evolution alongside the development team, ensuring visual cohesion and engineering efficiency across user touchpoints.

Philip Morris International | UX Consultant, Global UX Audit, PMI.com (Contract)

Comprehensive UX audit across campaign landing pages, corporate content, and careers journeys for a global FMCG enterprise site.

- Produced annotated user journeys, heuristic evaluation outputs, and prioritised recommendations spanning quick-win usability fixes and longer-term IA and content-strategy improvements.
- Synthesised analytics and journey data to drive stakeholder alignment and influence global roadmap direction.
- Delivered design-system guidelines supporting localisation and WCAG accessibility compliance.

MWI Animal Health (Cencora) | Lead Product Designer, B2B Supply Chain SaaS (Contract)

Design owner for a B2B supply chain platform used by veterinary practices to order, manage inventory, and transact with distributors at scale.

- Owned end-to-end UX across core B2B ordering and supply chain modules: account-based ordering, inventory management, clinical vet workflows, diary, client communications, payments, and third-party integrations.
- Modernised a large legacy portal journey-for-journey, defining scalable interaction patterns and a shared component set to replace inconsistent legacy UI.
- Ran discovery with clinical and operations teams to ground the ordering and fulfilment experience in real day-to-day workflows.
- Partnered closely with engineering to ensure feasibility, precise handover, and delivery quality across the platform.

Virgin Media O2 | Lead Product Designer, My Virgin O2 Native App (Contract)

- Led UX design across high-traffic customer service journeys, balancing service clarity with commercial conversion goals.
- Replaced a native service status screen with a responsive web dashboard, reducing confusion and decreasing support contact rate.
- Used A/B testing and CSAT and behavioural analytics to identify and prioritise UX improvements, contributing to measurable conversion uplift.

Primark | Lead Product Designer, Native App UX, 0-1 Delivery (Contract)

- Established a scalable, collaborative Figma workflow across UX, research, product, and commercial stakeholders for Primark's 0-to-1 native mobile product.
- Delivered new features supporting Primark's transition into native mobile commerce, improving cross-team visibility and reducing design-production friction.

Odyssey Energy Solutions | UX Designer, Credit Facility Platform (Contract)

Designed an operational platform streamlining financing and procurement workflows for distributed energy developers.

- Designed a Zoho-integrated operational dashboard to streamline developer financing and procurement workflows across credit, finance, and operations teams.
- Mapped and simplified multi-step, system-heavy processes, reducing friction and improving throughput and usability across the chain of approvals.
- Aligned finance, operations, and engineering stakeholders around a shared, integration-driven workflow model.

Esure Insurance | Senior Product Designer, Self-Serve Claims & Design System (Contract)

- Designed a self-serve claims journey focused on trust, clarity, and task completion for insurance customers.
- Built scalable design system foundations to improve UI consistency and long-term maintainability.
- Validated improvements through A/B testing and analytics-led iteration.

RSA Insurance Group | Senior Product Designer, Claims UX (Contract)

- Improved claimant experience and delivered agile UX enhancements across tight delivery timelines, working within existing legacy claims platforms and technical constraints.
- Conducted heuristic evaluations and usability testing to identify quick-win improvements alongside longer-term UX consistency work.
- Outcome: increased customer satisfaction scores and improved delivery predictability.

Boeing | Lead Systems Designer, Carbon Emissions Reporter (Contract)

- Designed a complex emissions reporting tool, simplifying data-heavy compliance workflows for a regulated environment.
- Outcome: +40% feature adoption following launch.

Mastercard Community Pass | Senior Product Designer (Contract)

Service and product design for a digital platform connecting smallholder farmers, co-ops, and buyers across agricultural supply chains in India and Africa.

- Led service design and UX for farmer-facing and co-op workflows across multi-region rollouts, spanning onboarding, sourcing, and device activation journeys.
- Conducted field research in-market; translated insights into resilient, offline-first workflows for low-connectivity supply chain settings.
- Produced service blueprints and operational artefacts to align product, delivery, and regional teams across a complex fulfilment ecosystem.

NatWest Group | Senior Product Designer, Mortgage & Underwriting Tools (Contract)

- Redesigned underwriter workflows and improved online mortgage application journeys through user interviews and usability testing.

- Identified friction in legacy systems and delivered simplified, validated flows.
- Outcome: +20% case handling efficiency and increased mortgage conversion.

Anglo American | Senior UX/UI Designer, Safety Compliance Tools (Contract)

- Led UX for safety compliance workflows used by frontline users, improving trust and reducing error risk.
- Outcome: +30% trust uplift in post-launch research.

Experian | Senior Product Designer, Savings Proposition, Money Pot (Contract)

- Delivered a new savings proposition supporting acquisition and retention goals for a major credit bureau.
- Conducted discovery interviews, usability testing, competitor benchmarking, and behavioural data analysis.
- Shaped MVP scope and product-market fit direction through research synthesis and iterative prototyping.

David Lloyd (via Software) | Senior UX Designer (Contract)

- Designed a scalable design system to improve UI consistency across in-store and online journeys.
- Contributed to improved online sales performance through consistent patterns and smoother purchase flows.

EARLIER CAREER

Ernst & Young (EY) UK | Head of Product Design, Tax Transformation Technology | Mar 2019 - Nov 2021

- Designed a B2B SaaS tax technology platform from concept to launch; contributed to 40% revenue increase and 35% improvement in client satisfaction.
- Managed and developed a high-performing design team, improving team productivity by 25%.
- Ran interactive stakeholder workshops and created demos to drive alignment across senior leadership and client accounts.

Paddy Power Betfair (Flutter Entertainment) | Product Design Manager | Jan 2019 - Mar 2019

- Increased customer engagement by 30% and user retention by 25% through user-centred design programmes.
- Reduced development costs by 20% and improved delivery speed by 15% through improved design-engineering collaboration.

Emoov Ltd. | Head of Design & UX | Jun 2017 - Dec 2018

- Led design strategy for a B2C/SaaS PropTech platform; drove revenue growth through product and brand design leadership.
- Delivered a product roadmap influencing critical KPIs; reported directly to C-level executives.
- Winner: UK PropTech Awards 2018, Best Marketing Campaign.

Mintel Group Ltd. | Head of Design | May 2009 - Jun 2017

- Led creative and product design direction across digital products and global marketing for a leading market intelligence firm.
- Developed design-led initiatives strengthening brand standards and cross-functional team collaboration globally.
- Awards: Golden Hedgehog Awards 2012 (Best Integrated Campaign); DigiAwards 2015 (Best Corporate Blog).
- Head of Design (Contract), Opus Media / Bollywood.tv | 2008 - 2009
- Lead Designer (Contract), T101 Limited | 2008
- Senior Visualiser, Id8Labs | 2008
- Senior Visualiser, Netramind Technologies | 2005 - 2008
- Interactive Media Designer, Web Werks Pvt. Ltd. | 2004

EDUCATION & PROFESSIONAL DEVELOPMENT

- London Business School, Innovating in the Digital World (Executive Education) | 2020
- London School of Design and Marketing, PG Diploma, Business & Project Management | 2010 - 2011
- Arena Animation Academy, Animation Specialist Programme | 2004 - 2006
- Wigan and Leigh College, Advanced Diploma, Advertising & Graphic Design | 2002 - 2005

INTERESTS

Travel & cross-cultural exploration · Portrait & street photography · Design trends & emerging technology