

# JAY SONI

Senior Product Designer | UX/UI Specialist | Digital Product Strategist | Based in London  
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## PROFILE

I'm a highly experienced UX/UI designer with over 20 years in the industry, specialising in crafting user-centric digital experiences across web platforms. I have a strong background in financial services, having worked on major banking, insurance, and fintech products. My expertise spans web-based design, motion and micro-interactions, and building robust design systems that enhance usability and engagement.

I thrive in collaborative environments, bridging the gap between product, design, and engineering to deliver seamless, visually compelling experiences. With experience working across startups and enterprise organisations, I bring a strategic approach to designing for growth, engagement, and performance.

## SKILLS

### UX & Product Design

- **Hands-on execution** – Full UX/UI lifecycle from research to delivery
- **User-Centred Design** – Strong focus on usability, accessibility (WCAG, ARIA)
- **0-1 Product Development** – Launched new digital products & services
- **Prototyping & Wireframing** – Interactive, testable designs
- **Motion & Interaction Design** – Micro-interactions enhancing engagement

### User Research & Strategy

- **Research-driven UX** – Usability testing, heatmaps, A/B testing
- **Stakeholder Engagement** – Aligning design with business & tech teams
- **Data-Driven Design** – Leveraging analytics & KPIs for optimisation
- **Market & Competitor Analysis** – Identifying product opportunities

### Product Thinking & Collaboration

- **Deep Product Understanding** – Balancing user needs & business goals
- **Cross-Functional Collaboration** – Working closely with PMs, engineers, researchers
- **Lean UX & Agile** – Experienced in Scrum, Kanban, SAFe
- **Scalable Design Systems** – Building & maintaining component libraries

### Tools & Technologies

- **Design & Prototyping:** Figma, Sketch, Axure RP, Adobe CC, InVision
- **User Research & Testing:** Lookback, Maze, Hotjar, Google Analytics

- **Project & Collaboration:** Jira, Confluence, Miro, Slack
- **Prototyping & Motion:** Principle, After Effects, Proto.io
- **Front-End Collaboration:** HTML5, CSS3, JavaScript (UI support)

## EXPERIENCE

### Senior UX/UI Designer, Lead/Principal Product Designer (Contract)

November 2021 - Present

- **Virgin Media O2:** Managed the My Virgin Media app, overseeing Dashboard, Billing, Products, and SSO flows. Developed self-service features for tracking network issues, reducing support calls and improving CSAT scores. Led the replacement of the native service status screen with a web-view dashboard, enhancing self-service functionality.
- **Odyssey Energy Solutions:** Designed a **Zoho-integrated** credit facility dashboard to streamline developer financing. Improved user experience, workflow efficiency, and financial system integration.
- **Primark:** Led UX design for the Primark app, structuring a collaborative Figma workflow across UX, research, product, and commercial teams. Delivered **0-1 app features**, supporting Primark's transition to a native mobile experience.
- **MWI Animal Health (Cencora):** Developed intuitive dashboards and workflows for veterinary practices, optimising inventory management and client communication. Ensured seamless platform integration to enhance user satisfaction.
- **Esure Insurance:** Designed a self-serve claims journey, improving customer renewals and acquisition. Built a **scalable design system**, ensuring UX consistency across platforms.
- **Boeing:** Designed the Emissions Reporter, increasing **feature adoption by 40%** and reducing errors.
- **RSA Insurance Group:** Enhanced UX for insurance claimants, boosting customer satisfaction. Delivered **Agile-driven solutions** ahead of schedule.
- **Mastercard:** Spearheaded the Community Pass programme for farmers in India & Africa, enhancing **user engagement** and co-op management systems. Led service design for POI device activation.
- **NatWest Group:** Optimised the mortgage application journey, **increasing conversions by 20%**. Translated technical constraints into user-centered opportunities.
- **David Lloyds (via Software):** Designed a scalable design system, **boosting online sales** and reducing maintenance costs.
- **Anglo American:** Led UX efforts for safety compliance tools, mitigating risks and **boosting user trust by 30%**.
- **Experian:** Delivered a new product proposition for Savings, increasing customer acquisition and retention. Worked closely with engineers to enhance user engagement.

- **Homeward:** Led the design of the SaaS platform, marketing site, and CRM system, driving company growth and enhancing customer experience. Collaborated across multiple time zones, contributing to a **\$105M funding raise**.
- **Engage Works:** Built a self-service platform for real estate developers to create interactive property presentations on 40ft display walls, reducing manual effort and enhancing sales engagement.
- **Ernst & Young (EY):** Designed a SaaS platform - Global Tax Platform (GTP), **increasing revenue by 40% (£3m in first six months)** and **client satisfaction by 35%**. Built a high-performing design team and led stakeholder workshops.

### **Senior Manager - Head of Product Design, Tax Transformation Technology**

Ernst & Young (EY) UK | March 2019 - November 2021

- Designed a SaaS platform, increasing revenue by 40% and client satisfaction by 35%.
- Managed and developed a high-performing design team, boosting productivity by 25%.
- Conducted interactive workshops and created demos to engage stakeholders.

### **Product Design Manager**

Paddy Power Betfair | January 2019 - March 2019

- Increased customer engagement by 30% and user retention by 25% through user-centered design efforts.
- Reduced development costs by 20% and improved delivery speed by 15%.

### **Head of Design and UX**

Emoov Ltd. | June 2017 - December 2018

- Drove revenue growth with a best-in-class SaaS platform.
- Delivered a product roadmap influencing critical KPIs and reporting to C-level executives.

### **Head of Design**

Mintel Group Ltd. | May 2009 - June 2017

- Spearheaded creative direction for "best-in-class" standards across product development and marketing.
- Developed design-led initiatives, strengthening brand style and team collaboration globally.

## Early Career Roles

- 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

- **London Business School:** Innovating in the Digital World - Exec. Ed. (2020)
- **London School of Design and Marketing:** PG Diploma in Business & Project Management (2010-2011)
- **Arena Animation Academy:** Animation Academy Specialist Program (2004-2006)
- **Wigan and Leigh College:** Advanced Diploma in Advertising and Graphic Design (2002-2005)

## Achievements

- **UK PropTech Awards (2018):** Best Marketing Campaign (Emoov Ltd.)
- **Golden Hedgehog Awards (2012):** Best Integrated Campaign (Mintel)
- **DigiAwards (2015):** Best Corporate Blog (Mintel)

## Interests

- Exploring diverse cultures through travel.
- Practicing portrait and street photography.
- Staying updated on emerging design trends and innovations through audiobooks.