

Profile

Digital product designer specialising in design for AI, automation and complex domains. I turn technically ambitious systems and ambiguous problems into clear, usable products.

Coming from a background in wayfinding design, I became a founding-team member at data automation platform Quantemplate, applying the same principles to user experience. Today I remain hands-on with every aspect of product design. Working from product strategy and research through to interaction design, prototyping and delivery, I've helped grow Quantemplate from startup to system-of-record trusted by leading insurers.

Experience

[Quantemplate](#) | Head of Design

2012–present

Enterprise data platform for sharing, transforming, validating and automating complex commercial data in a no-code environment. Trusted by Axa, Aegon, Chubb, Everest, Sompo and more. Used across 34+ data domains within insurance and finance, across hundreds of trading partnerships, outputting 3.4bn rows annually.

- Led product design from initial product conception to a mature enterprise platform through a period of 10× ARR growth.
- Established a distinctive product design vision that became a competitive differentiator, cited by customers and hires as a reason to choose Quantemplate.
- Envisioned and delivered AI-enriched, automated data workflows spanning ingestion, transformation, validation, mapping, analytics and governance.
- Worked directly with customers to turn ambiguous operational problems into highly usable product solutions, with mature implementations averaging just three support requests per customer per year.



Data transformation pipelines

Sophisticated data-processing capabilities made accessible through visual, no-code workflows. This became the platform's marquee product and primary growth driver, seeing 17k pipeline runs a year.

[Case Study](#) →



Feeds

Connect organisations together to securely share data, fully automate cross-company workflows. Established the foundation for Network Intelligence and a new growth strategy for Quantemplate.

[Case Study](#) →



Mapping and semantics

Designed and modelled a system for mapping inconsistent source data to standard schemas using AI inference, thresholds and human auditability. Improved mapping quality 4x, fully automated.

[Case Study](#) →



Validation and correction

Assess incoming data quality, flag exceptions and request fully auditable corrections without leaving the workflow. Gate automated exports on validation success to prevent downstream failures.

[Case Study](#) →

Leadership & broader contribution

Created Quantemplate's [product knowledge base](#) (100+ articles), including all documentation, worked examples and tutorial videos, helping users understand and adopt a complex enterprise data platform. Hired and managed four staff, alongside several contractors. Led brand and marketing design. Held senior leadership responsibility for business-critical operations.

Experience

Placefield | Independent design consultancy

2012–present

Placefield is my independent design practice for selected product and communication design projects, providing space to explore new tools and ideas.



Image Insight

Digital coaching tool that uses images and visual metaphors to prompt deeper reflection in online and face-to-face sessions. Created an elegant, low-friction experience where imagery and conversation take centre stage.

[Case Study →](#)



Zonefully

Designed interface for a new model for planning recurring activities around long-term goals, working closely with the founder from concept through to a functioning v1.

[Case Study →](#)

Avanti Architects | Wayfinding designer

2005–2012

Design lead on wayfinding projects spanning strategy, information design and environmental graphics. Projects included strategy, planning and execution for complex sites such as Bristol Southmead Hospital (600k visitors/year), Pontefract Hospital (100k visitors/year) and Haggerston School (1,100 pupils). Wayfinding principles continue to underpin my digital product practice today.

Leeds Beckett University | Visiting Lecturer

2005–2016

Teaching, mentoring and opening up possibilities for around 300 final-year students in Graphic Design, Fine Art and contemporary Art Practices.

Education

MA Communication Design | Distinction

2003–5 | Central Saint Martins College of Art & Design

Specialised in information design and wayfinding, exploring how design helps people understand and navigate complex environments.

BA (Hons) Graphic Arts and Design | First Class

2000–3 | Leeds Beckett University

Additional roles

Design for Complexity Meetup | Co-Founder

2018–20

Meetup for people involved in the design of complex products. Grew membership to 500 and ran several in-person events with insightful talks from industry leaders.

Isokon Gallery | Trustee | Design Lead

2014–present

Co-founded and designed award-winning micro museum in London, dedicated to the story of modernist architecture, design and urban living. 50k visitors and counting.

Expertise

Skills

Product design · Interaction design · Information architecture · Prototyping · Design systems · Data visualisation · Enterprise UX · Zero-to-one

Domains

Design for AI · Complex systems · Enterprise SaaS · Data products · Workflow automation · Analytics · Insurance technology

Tools

Claude Code · Figma · Sketch · Lovable · After Effects · Adobe Creative Suite · Miro · GitHub · HTML/CSS