Ged Devine UX Designer

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SUMMARY

I untangle complex problems, bring people together and turn good ideas into simple, intuitive experiences. 25+ years in design, 12 of them in UX, across eCommerce, banking, insurance and telecoms. I find where people struggle, watch why, fix what's broken and test it before it ships.
I design in Figma and build with Claude Code, Cursor, Git and Vercel, testing ideas in real code.

CORE SKILLS

Product Discovery & Strategy

- User research & problem definition • Journey mapping & information architecture • Data-led decision making • Experimentation & product optimisation • Stakeholder engagement

Design Execution & Validation

- End-to-end journeys and production-ready UI • Accessibility annotations and interaction notes • Automated contrast checks in code • A/B testing and experimentation • Developer handoff via components

Ways of Working

- Agile and Lean UX • Continuous optimisation • Cross-functional collaboration • Coaching, mentoring and critique

AI-Native, Code-First Practice

- AI-native workflows with Claude, ChatGPT, Figma Make and Figma MCP • Custom GPT and Claude agents for research synthesis • Figma Skills that keep AI building in-system • Prompt-to-production sites via Cursor, Claude Code and GitHub

EXPERIENCE

Nov 2024 – Present

UX Designer

Virgin Media O2, Manchester

Leading UX across multiple acquisition squads, from discovery through to experimentation and delivery. Working closely with product, engineering and analytics to identify customer friction, shape solutions and improve conversion across homepage, configurator and checkout.

KEY ACHIEVEMENTS

- Contributed to 200+ A/B tests across core acquisition journeys, including a statistically significant 10.9% uplift in lead generation and conversion.
- Built and governed token-driven design system assets (Tokens Studio, CDS) across the Virgin Media, O2 and VMO2 brands.
- Ran cross-squad design reviews and critique, raising quality and consistency across a team of four designers.

Nov 2021 – Jun 2024

Senior UX Designer

Distrelec, Manchester

Led product design across concurrent workstreams. Audited existing experiences, then created and governed an accessible, component-based design system to scale consistency across squads.

KEY ACHIEVEMENTS

- Delivered a £1.8M annual sales uplift through checkout redesigns that cut friction and improved mobile usability.
- Led an accessibility audit and set design system standards: simplified UI, consolidated styles, developer-ready outputs and an implementation roadmap.

Jun 2021 – Oct 2021

UX Designer

JD Sports, Bury

Partnered with product and analytics to optimise end-to-end purchase journeys, reducing checkout friction and improving task completion.

KEY ACHIEVEMENTS

- Increased checkout conversion by 16% by simplifying flows and reducing cognitive load.
- Introduced structured usability testing to validate design decisions before release.

EXPERIENCE

May 2021 – Jun 2021
UX Designer
WEJO, Manchester

Redesigned WEJO Studio, a B2B telematics platform fleet companies use to track vehicles, through iterative testing to improve task efficiency and user satisfaction.

KEY ACHIEVEMENTS

- Improved task completion by 8% through validated design iterations.
- Led cross-functional workshops to set shared design principles and priorities.

Jan 2020 – May 2021
Senior Product Designer
IMS Tech, Manchester

Customised the OneApp iOS and Android platform with external partners, aligning UX with client goals for major insurance brands.

KEY ACHIEVEMENTS

- Contributed to 38% year-on-year sales growth for brands including Aviva, Allianz and Zurich.
- Led user research and rapid prototyping for telematics-based insurance products.

Nov 2018 – May 2019
UX Designer
Booking.com, Manchester

Partnered with analysts on A/B tests that improved insurance attach rate and retention.

KEY ACHIEVEMENT

- Used session-recording analysis to find optimisation opportunities, taking validated wireframes through to developer handoff.

Feb 2018 – Nov 2018
UX Designer
Footasylum, Rochdale

Design lead for UNLCKD, Footasylum's loyalty platform, unifying mobile, web and app to lift engagement and retention.

KEY ACHIEVEMENTS

- App Store downloads rose 174% after launch.
- Led strategy for a scalable, component-based design system across digital products.

Sep 2016 – Jan 2018
UX Designer
Aldermore Bank, Manchester

Designed digital experiences for mortgage brokers and internal banking teams, balancing complex financial processes, regulatory requirements and customer needs.

KEY ACHIEVEMENTS

- Contributed to an 18% increase in deal completion following the redesign of the broker portal.
- Ran usability research with mortgage brokers to uncover workflow friction and improve complex application journeys.
- Simplified regulated financial processes while maintaining compliance, accessibility and usability.

EARLIER EXPERIENCE

1999 – 2016
Head of Design & earlier roles
Run2, MediTech, Concept4, UK Car Group, Airtours

17 years across agency and in-house design, from digital and print to large-scale delivery. Progressed to Head of Design at Run2, leading a multidisciplinary team, mentoring designers and introducing UX processes spanning discovery, analytics and experimentation.

TOOLS

AI & build — Claude Code • Cursor • Figma MCP • Figma Make • Figma Variables • GitHub • Next.js • Vercel

Design & research — Figma • Tokens Studio • Miro • Useberry

Analytics & delivery — Google Analytics • Microsoft Clarity • Contentsquare • Jira • Confluence

EDUCATION

Design Communication
Sheffield Hallam University