Stephanie Waring | Senior UX Designer | sfw.waring@gmail.com | EU Citizen

Senior UX Designer with 5+ years' experience across in-house and agency environments. I specialise in turning rough ideas into clear, validated product concepts. I take a human-centred approach, running user research and workshops and building rapid prototypes with AI to define what should be built and why. I work effectively across different stakeholder groups, bridging the gap between leadership, clients, designers and engineers to take products from early concept through to delivery.

UX Designer & Product Innovation Consultant - Minimal Viable Launch - September 2025 to Present

- **Product Vision & AI Prototyping:** Led end-to-end product discovery engagements, transforming early-stage ideas into validated product concepts and AI-enabled prototypes. All 6 concepts progressed to development following stakeholder validation and alignment.
- **Discovery and Client Strategy:** Facilitated workshops and working sessions with founders to shape MVP scope, validate concepts and align product direction across wealth management, data analytics and construction.
- **AI-Native Prototyping:** Built AI-assisted prototypes around core customer flows and product value propositions to support investment decisions and roadmap planning.
- **Operational Gap Spotting:** Proactively identified structural gaps in the delivery process including the absence of a design-to-development handoff phase, which was causing developer delays. Introduced a handoff process mapping every screen, component and state, and built workflow documentation and onboarding materials to standardise quality across the team.
- **Cross-Functional Collaboration:** Contributed to roadmap discussions, delivery planning and product decisions, balancing business goals, technical feasibility and user needs. Move fluidly between client, developer and leadership conversations, translating requirements into the right language for each audience.

UX Designer - NatWest Group - January 2024 to June 2025

- **Tyl Merchant Portal Redesign:** Sole designer on an end-to-end redesign, cutting the payment process from 3 minutes to under 1 minute for business customers across product, development and compliance teams.
- **Platform Modernisation:** Sole UX designer embedded within the Bankline communications team, focused on how business banking customers receive and interact with notifications and alerts. Redesigned the experience as part of a major platform overhaul to improve security and clarity.
- **Research-Led Design:** Ran discovery workshops using journey mapping and idea clustering to identify service gaps, align on strategic priorities and inform iterative design concepts.
- **Inclusive Design Advocacy:** Co-developed an accessibility guide adopted across NatWest design teams, embedding consistent inclusive design practice across the organisation.
- **People and Mentorship:** Mentored four junior designers through 1-1s and practical Figma sessions. A mentee noted I struck the perfect balance between creative freedom and structured guidance, and that I would make a great manager.

Digital Product Designer - Freelance (via Yuzu Agency) - May 2021 to January 2024

- **Multi-Sector Design Strategy:** Partnered with clients across fintech, sustainability, education and insurance to define product direction and deliver development-ready design solutions.
- **User Research and Synthesis** Led user interviews, usability testing and synthesis, turning findings into journey maps, personas and actionable design proposals.
- **Discovery Facilitation:** Co-led discovery workshops and ideation sessions to surface the real brief and align client teams around a shared product direction.
- **Design and Prototyping:** Designed wireframes, high-fidelity mockups and prototypes in Figma, developing design systems to ensure brand consistency and scalability across concurrent engagements.

Education

UX Design Institute - UX and UI Professional Diploma - June 2020 to April 2021

- Professional diploma in both UX and UI design accredited by Glasgow Caledonian University

Leeds University - BA in Fashion Marketing - October 2016 to July 2019

- 2:1 degree, with a 1st class in final marketing project

Spanish Study - May 2020 to Present

- DELE Certified B2 Level with C1 speaking capabilities - Instituto Cervantes
- Spanish Conversation Course - AIL Madrid / Camino Language School Barcelona
- Spanish Online Study - Spanish and Coffee / Habla Con Sel / Let's Learn Spanish / Spanish Express

Tools and Methods

- Design: Figma, Figma Make, FigJam
- Research & Collaboration: Miro, Notion, Basecamp, Excalidraw
- Methods: Discovery workshops, Journey mapping, User flows, Usability testing, AI-assisted prototyping, AI workflow design

Core Skills

- Product Strategy, UX & Product Design, AI-Integrated Prototyping, Discovery Facilitation, Stakeholder Management, Cross-Functional Communication, Process Design, Design Systems, User Research, Developer Handoff