

# Oli Batstone

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Bristol-based product design leader with an interest in health and environmental technologies. Designed effective experiences with users, business leaders, designers and engineers for 9 years across a range of sectors.

**Key skills:** UX Design, UI Design, Rapid Prototyping, User Research, Design Leadership, Product Strategy, Business Strategy and AI Prompts.

## Work experience

### Senior Product Designer at Genomics, Oxford

Aug 2022 - May 2025

Genomics is a leading B2B2C/B2C biotech offering polygenic risk of common diseases for targeted intervention.

- Co-designed MassMutual US service that exceeded sign up target by 40% in first month
- Led cross-team summative usability test for MHRA approval allowing entry to UK market with Bupa
- Led test kit US packaging design overhaul that increased sample returns by 5%
- Delivered user research that informed product name adoption, pricing and other key business strategies
- Contributed to and maintained a design system including large copy set
- Presented company-wide design process talks to drive organisation design maturity

### Product Designer at Candide, Bristol

Oct 2020 - Aug 2022

Candide is a B2B/B2C SaaS start up digitising garden visitation business operations and improving visitor experience.

- Led design of multi-platform services for garden visitation firms and their customers
- Defined ticketing and attraction services for visitors aged 65+ with low digital skills
- Ran stakeholder workshops presenting journey maps and other artefacts
- Balanced multiple project needs in a high pressure start up environment

### Freelance Product Designer, Bristol

Mar 2020 - Oct 2020

### Product Designer at Masabi, London

Oct 2018 - Jan 2020

Masabi is a B2B2C global SaaS fare collection platform.

- Led end-to-end design of iOS, Android and web platforms serving millions of users
- Worked with Uber and Google design teams
- Wrote production CSS for new client app

### UX/UI Designer at NewDay, London

Oct 2016 - Oct 2018

Newday is the UK's largest credit lender.

- Defined web experiences for 10+ brands receiving 10m total sessions a year
- Cut delivery time with introduction of design system
- Managed additional stakeholder responsibility on exit of senior designer colleague

## Continuous professional development

### dMBA at dMBA (6 week course)

Apr 2022

Business design course. Topics included Business Empathy, Business Strategy (Strategic Goals, Strategic Places, Strategic Activities), Business Models, Prototyping with Numbers, Business and Design Metrics.

### Service Design Masterclass at Royal College of Art (1 week course)

Sep 2021

### UX Certification at Nielsen Norman Group (1 week course)

Mar 2020

Distinctions in all exams. Courses from this leading UX authority included Discoveries, Ideation Techniques for UX Design, Emerging Patterns in UI Design, Lean UX and Agile, UI Principles Designers Must Know, and UX Deliverables.

### Freelance Website Development at Codecademy

Aug 2017

Learned HTML/CSS and built several small websites.

### BA Hons Digital Media Production at Arts University Bournemouth

Sep 2012 - Jul 2015

### Graphic Design Diploma at Arts University Bournemouth

Sep 2011 - Jul 2012