

OLI BATSTONE — LEAD PRODUCT DESIGNER (UX/UI/SERVICE)

CONTACT

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olibatstone.com (portfolio)

SKILLS & TOOLS

Core: UX, UI, Service Design, User Research, Design Systems, Product Strategy, Business Strategy, Public Speaking.

Build: HTML/CSS/JS

Ops/AI: Figma, FigJam, Framer, Webflow, Miro, Notion, Confluence; AI (ChatGPT, Perplexity, Midjourney) — used as accelerators.

PROFESSIONAL TRAINING

Business Design Course, dMBA — Apr 2022

Service Design Masterclass, Royal College of Art — Sep 2021

UX Certification, Nielsen Norman Group — Mar 2020 (distinctions in all exams)

Freelance Web Development, Codecademy — Aug 2017

EDUCATION

BA Hons Digital Media Production, Arts University Bournemouth — 2012–2015 (specialised in UX/UI)

Graphic Design Diploma, Arts University Bournemouth — 2011–2012

PROFILE

Hands-on product design leader with 9 years' experience across healthtech, climatetech, and fintech. Blends UX, UI, and service design to ship zero-to-one products, improve existing services, and build design systems that scale. Comfortable in high-ambiguity environments; strong collaborator with product and engineering; mentors designers and facilitates decision-making with evidence.

CAREER HISTORY

Senior Product Designer at Genomics Ltd, Oxford — Aug 2022–May 2025

B2C/B2B scale-up; genetics-powered population-scale disease-risk products; worked across acquisition, onboarding, and results delivery.

- Overhauled test kit experience; increased sample return rate by **9.7%**
- Led cross-team usability testing for MHRA-approved UK market entry
- Redesigned US marketing site ready to scale; boosted sign-up by **5.3%**
- Maintained design system with extensive copy library
- Presented company-wide design talks to boost inter-team collaboration

Product Designer at Candide Ltd, Bristol — Oct 2020–Aug 2022

B2B2C startup; digital infrastructure for garden destinations (ticketing, CRM).

- Designed web and mobile ticketing and operations management services
- Defined accessible services for aged 65+ users with low digital skills
- Facilitated stakeholder workshops with journey maps and service blueprints
- Balanced multiple projects in high-pressure startup environment

Freelance Product Designer at OBD, Bristol — Mar 2020–Oct 2020

B2B2C startup; Oli Batstone Design UI/UX/Service for Bristol startups

- Delivered UX/UI solutions and managed projects across diverse sectors

Product Designer at Masabi Ltd, London — Oct 2018–Jan 2020

B2B2C startup; mobile ticket platform for worldwide public transport agencies.

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

UX/UI Designer at NewDay Ltd, London — Oct 2016–Oct 2018

B2C/B2B; credit cards for near-prime customers + retailer checkout finance.

- Designed web experiences for **10+ brands with 10M+ annual sessions**
- Introduced design system, reducing delivery time
- Took on senior design responsibilities during colleague transition

NEXT STEPS

See selected case studies at olibatstone.com or call +44 117 441 5560 to discuss where I can add the most value e.g. increasing sign-up rates. See LinkedIn for 10+ colleague recommendations. **Available immediately** with references on request.