

MARK HEMS

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PROFILE

Lead Product and UX Designer with 20+ years' experience delivering large-scale digital products, complex service transformations and optimisation initiatives across public sector, retail, entertainment, energy, insurance, gaming and enterprise environments. Combines evidence-led UX strategy with hands-on design expertise across service design, information architecture, prototyping, accessibility, analytics, user research, experimentation and behavioural insight. Leads multidisciplinary teams, facilitates workshops, mentors designers and partners with product, engineering, sales and operational stakeholders to solve complex business and customer problems.

Recent work includes AI-assisted UX workflow optimisation using tools such as Figma Make and generative AI to accelerate ideation, prototyping, synthesis and concept validation, alongside BAFTA-winning PlayStation products, GDS-aligned government transformation and omnichannel retail initiatives.

CORE CAPABILITIES

UX Leadership • Product Strategy • Service Design • AI-Assisted Design • Generative AI • Figma Make • UX Research • Accessibility • Information Architecture • Journey Mapping • Conversion Optimisation • Experimentation • Analytics • Behavioural Insight • Design Systems • Workshop Facilitation • Stakeholder Management • Agile Delivery

EXPERIENCE

Lead UX Designer - Bionic, London | May 2025 - May 2026

- Led UX design for the Renewals team across customer-facing web journeys and internal operational workflows.
- Defined web designs, moderated user research and facilitated workshops to align customer needs, commercial priorities and technical constraints.
- Partnered with technology, sales and operations teams to streamline Salesforce UX and optimise operational efficiency.
- Applied data-led, hypothesis-driven design, analytics and behavioural insight to improve conversion, customer satisfaction and service performance.
- Used AI-assisted UX workflows and tools such as Figma Make and generative AI to accelerate ideation, prototyping, research synthesis and concept validation.
- Collaborated in cross-functional AI hackathons, competing with teams across the business to identify operational and customer problems that could be solved with AI and develop proof-of-concept solutions.
- Mentored designers and championed evidence-led UX practices.

Senior UX Designer - John Lewis | Jun 2023 - Feb 2024

- Shadowed customers in-store and online to map omnichannel experiences and identify friction points.
- Created service blueprints and prototypes for the new loyalty scheme, improving engagement.
- Led cross-functional design sprints, accelerating delivery by 30% and aligning business and user goals.

Senior UX Designer - HMCTS | Jan 2023 - Mar 2023

- Simplified 53 legal journeys into 17 streamlined user-centred flows.
- Conducted task analysis and user interviews to uncover user needs and pain points.
- Developed accessible GDS-aligned prototypes using Figma.

Senior UX Designer - DWP Universal Credit | Feb 2021 - Apr 2022

- Designed solutions supporting the Government's Kickstart initiative, helping secure 163,000 jobs.
- Built 16 dynamic components for the Universal Credit UI component library.
- Developed a complex diary management application that improved operational efficiency and reduced administrative overhead.

Lead UX Designer - Hangar 13 | Nov 2020 - Jan 2021

- Managed UX/UI designers across a next-generation game project spanning three continents.
- Translated business requirements and creative vision into prioritised UX/UI deliverables.
- Developed onboarding strategies using behavioural science and cognitive neuroscience principles.

Senior UX Designer - Precision Effect | Jan 2020 - Mar 2020

- Designed an immersive conference experience showcasing Roche Neuroscience products.
- Created personas and journey maps to identify opportunities and improve engagement.

Senior UX Designer - Territory Studio | Nov 2019 - Jan 2020

- Designed six Expo 2020 experiences using VR, holography, Ghost LEDs and immersive technologies.
- Produced wireframes and prototypes supporting experiences used by 24 million visitors.
- Conducted accessibility and ergonomic evaluations.

Senior UX Designer - Preloaded | Jul 2019 - Aug 2019

- Redesigned onboarding for the McDonald's app.
- Conducted usability testing with children and parents.
- Developed prototypes that cut onboarding steps in half and contributed to a 43% increase in engagement.

Senior UX Designer - John Lewis | Jan 2018 - Nov 2018

- Redesigned the My Account area, contributing to a 64% satisfaction increase and 62% uplift through analytics, usability testing and experimentation.
- Facilitated design sprints and collaborated closely with developers to implement solutions.

Principal UX Designer - Plotist | May 2017 - Oct 2017

- Led UX design for a responsive platform for writers.
- Reduced onboarding complexity by 50% through expert reviews and user interviews.

UX Designer - British Gas | Nov 2015 - May 2016

- Redesigned and optimised 76 complex My Account journeys.
- Used analytics and usability testing to improve conversion by at least 20% per journey.

Lead UX Designer - Sony Computer Entertainment | Oct 2008 - Nov 2015

- Managed a team of four designers across multiple PlayStation products and AAA titles.
- Contributed to the BAFTA-winning LittleBigPlanet PSP.
- Designed UX for PlayTV, PS4 TV Services, UEFA Champions League, Powers and SEN TV.
- Presented concepts to UEFA, helping secure greater value from a £50m sponsorship.

EDUCATION

Lancaster University - Master's by Research, Design and Evaluation of Advanced Interactive Systems (UX), Distinction

University of Sunderland - BSc (Hons) Psychology with Philosophy, 2:1

TOOLS

Figma • Figma Make • Sketch • InVision • UXPin • Adobe XD • Axure • Adobe Creative Suite • Miro • Mural

AWARDS

BAFTA - LittleBigPlanet PSP, Best Online Game (2010)