

# Alex Brooke

## Head of Design

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### OVERVIEW

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- Up to 12** multi-disciplinary team led, including senior designers and design leads
- 88-90%** sustained user satisfaction against an 85% government benchmark
- 4 products** shipped from Discovery to live across government, fintech, and consumer audio. Zero rollbacks.
- 5** GDS assessments passed, including a standalone accessibility review
- 18 → 50+** design function scaled without loss of quality or direction
- 25%** reduction in design-to-engineering handoff friction through a bespoke design system

### HOW I WORK

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When a company comes to me with a creative problem they arrive with a long list: we could do this, or this, or what about this. My job is like playing Guess Who: knock down everything that is not genuinely theirs to own until what is left is the decider.

In practice: workshops with snappy timers, field research, competitive teardowns, and questions that make people uncomfortable in useful ways. The output is never a deck full of directions. It is one direction, clearly argued, with the rationale for why everything else was knocked down.

### EXPERIENCE

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#### Senior Consultant (Lead Interaction Designer) · Netcompany

May 2024 – Present

*Led design on a complex financial compliance platform (2024), now UX Lead on a second large-scale digital transformation project (2025–present).*

- Led a design team of 8–10 across interaction design, content, research, and service design on a complex financial compliance platform. Owned hiring, statements of work, mentoring, and senior reporting.
- Took the product from initial concept to live, passing every quality gate along the way. No design infrastructure existed when I joined. Built the whole thing.
- Built the design system, critique culture, and ways of working from scratch. Tightened collaboration with engineering so significantly that handoff friction dropped by 25%.
- Defended team composition, scope, and timelines under sustained pressure from senior stakeholders. Design stayed at the table throughout.
- Now UX Lead on a second large-scale project: hiring, status reporting, cross-team unblocking, and hands-on product vision design.

#### Senior Consultant (Senior UX Designer) · Accenture

Oct 2022 – Feb 2024

*Deployed to high-stakes enterprise clients including NHS, HMRC, and national logistics projects.*

- Built a complete design system from scratch when primary tooling was restricted. Became the source of truth across multiple agile teams and significantly reduced revision cycles.
- Designed critical user journeys for a national logistics platform under immovable deadline pressure. On time. Zero rollback.
- Led accessibility strategy across two major products: audits, critical blocker remediation, and upskilling teams on compliance standards.

- Contributed directly to front-end code (Scala / Play Framework) to close the gap between design intent and engineering output.

### **Lead Product Designer** · One Utility Bill

Sep 2021 – Oct 2022

*Product and brand consolidation across three consumer brands (UBundle, Notify, One Utility Bill).*

- First creative hire. Replaced an underperforming external agency with an in-house design function. Pitched the new direction directly to the CEO and CTO. The team shipped at twice the speed.
- Delivered a confirmed 20% uplift in lead conversion revenue through a funnel redesign and strategic rebrand across three consolidated brands.
- Conceived and directed the summer campaign. Managed budget and contractors for the office rebrand.
- Mentored a junior designer into a confident, independent practitioner. Her output and quality doubled within the year. Established weekly critique culture that was still running after my departure.

### **Co-founder & Head of Product** · Charrmello

Jan 2020 – Oct 2022

*Subscription audio platform. Mobile-first. Designed end-to-end through two strategic pivots.*

- Co-founded a subscription audio platform. Ran a 100+ participant research programme and secured 50+ pre-launch sign-ups before a line of product code was written.
- Designed the full mobile app and web platform across two product phases: immersive audio entertainment, then audio learning. Rethought the IA, onboarding, and content model for each pivot.
- Managed a remote international engineering team. Contributed directly to the V2 codebase (MERN stack, Firebase). Engaged producers from Audible and the BBC.
- Paused after two pivots. The market moved in exactly the direction we had first identified. I know now what it costs to abandon a clear original read.

### **Template Service Analyst** · Reapit

May 2019 – Sep 2021

*Property technology SaaS platform. First role out of university.*

- Managed property listing template configuration across a SaaS CRM used by estate agents nationwide. Developed working knowledge of scalable template systems and data-driven design constraints that informed later design system thinking.

## **PHILOSOPHY**

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We all know your marketing is what your users tell their friends about you. The only real question is: what do you want to be included in that conversation? Most companies try to be included in every conversation. The ones that win decide on one thing, double down on it, and ignore everything else. That is the angle I bring to every design and creative problem. Not what looks good. Not what the competitor is doing. What is the one true thing worth building everything around — and are we brave enough to actually build around it?

## **EDUCATION & SKILLS**

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BSc (Hons) Product Design & Engineering · University of Wales Trinity Saint David · 2018

### **Leadership**

Design team leadership and hiring · DesignOps · Design strategy · Stakeholder and executive management · Budget ownership · Cross-functional collaboration

### **Build**

Interaction design · Product design · Information architecture · User research · Accessibility (WCAG AA/AAA) · Design systems (Figma, Mural) · Prototyping · Usability testing

### **Technical**

HTML · CSS · JavaScript · MERN stack · Firebase · Scala / Play Framework · Claude (daily) · Cursor · Figma · Jira