Kieren Messenger
Lead product designer

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Statement

Working within user-centred, agile and cross-functional teams, I use design thinking, lean methodologies and UX testing to interview users, research products & produce rapid prototypes enabling the team to fail fast and learn quickly. I build systems over solutions and strive to empower teams & engage stakeholders with insights driven by research and data. I am a hardworking, motivated, conscientious and adaptable person with a passion for user-centered design, app & web design and digital media. I split my time between wireframing & testing in Axure, designing in Figma and coding in Coda. I am a keen photographer, sports fan and enjoy learning languages and traveling.

Achievements

• Helped grow Tembo from MVP to product-market fit and a £5m series-A funding round.
• Increased monthly revenue to £XXX and reduced cost of submission from £XXXX to £XXX
• Won Innovation of the Year & Best Mortgage Broker awards for the Tembo product & experience
• Created custom travel package picker, scaling from 0 to £22m revenue within 12 months
• Led creation of wristband and room claiming tools, reaching 90% usage among target audience
• Took Engage VMS from MVP through to launch and significant construction deals
• Helped Uswitch mobiles grow from £10,000 to £1m monthly revenue

Experience

Lead product designer	Tembomoney.com	Jan. 2022 – Present
Lead product designer	Pollen.co	July 2019 – Jan. 2022
Senior product designer	Engagetech.com	March 2018 – July 2019
Product designer	Uswitch.com	May 2012 – March 2018
Web designer	Top10.com	June 2010 – May 2012
Digital designer / developer	SapientNitro	Sept. 2008 – June 2010
Web developer internship	Folk Creative	June – Sept. 2008

Skills

Design thinking • UCD • Lean UX • Agile workflows • User interviews & testing • Journey & story mapping • Personas • Competitor analysis • Heuristic review • Wireframes • Prototyping • Responsive design • Workshop facilitation • Remote design • Content design • HTML • CSS • Basic JavaScript

Software

Figma • Sketch • Axure • Adobe suite • Coda • Jira • Responsive & mobile-first web design • iOS & Android app design

Education

BA (Hons) Graphic Design: New Media.	UCA Epsom	2005 – 2008

Course skills included: Graphic design • Animation • Illustration • Film & video • Motion graphics • Web & interface design • Typography • Semiotics • Print • Advertising • Contextual studies

Experience

Tembomoney.com
January 2022 – Present

Lead product designer

Sole designer, working across all areas of Tembo, with the goal of becoming the homebuyer platform of choice for UK buyers. Responsible for a range of zero-to-one features including an expanded fact-find & account, mortgage calculators, application management, landing pages, and internal tools for broker teams. Ask-it-once initiative to minimise repetition and create a seamless Tembo experience as well as scaling the plan to cover 17 schemes, creating & managing a design system and rebuilding all external emails & comms.

Interviewing customers & stakeholders • User testing designs & prototypes • Facilitating workshops • Story-mapping user flows • Building prototypes • Testing releases • Managing design system

Pollen.co
July 2019 – January 2022

Lead product designer   May 2020 – January 2022

Design lead for the checkout & adjacent marketplace collective teams, with the goal to improve both the checkout and order management experience. Product features included pay for group controls, add-on purchasing, account claiming, room management and wristband activation. Improvements were made to payment plans to reduce churn, debt age and increase revenue, as well as creating tooling for internal operations to manage and configure campaigns. Helping hire and expand the design team, creating a healthy design culture and mentoring a junior designer and UX researcher.

Senior product designer   July 2019 – May 2020

Spanning both the activation and revenue teams, working to improve the end-to-end experience of members and customers from acquisition through activation and retention. Responsible for a new in-product application form, package picker and trip customisation tool, as well as significant improvements to make a sale and reward redemption flows.

Interviewing members, customers & stakeholders • User testing designs & prototypes • Facilitating workshops • Story-mapping user flows • Building prototypes • Testing releases • Generating epics • Managing design system

Engagetech.com
March 2018 – July 2019

Senior product designer

Senior product designer working on the Vendor Management System. As the first full-time designer on the product, I took it from MVP through deals with some of the UK's biggest construction companies. Responsible for improving the end-to-end platform experience of agency staff and candidates, from sourcing workers, submissions & interviews, through placements & timesheets to invoicing & payments across desktop and mobile.

Interviewing clients & users • Story-mapping user flows • Building prototypes • Testing releases • Generating epics • Working with the design team to build a new design system & visual language

Uswitch.com
May 2012 – March 2018

Product designer

Product designer and project lead on a range of products for Uswitch. Primarily working in the mobiles team, redesigning the homepage, handset and SIM product pages and switching tools. Responsible for the UX research, user testing, prototyping and design of phone products as well as working alongside the credit cards, car insurance and energy teams on specific projects.

UX research • User journey mapping • Customer interviews • Wireframing • Prototyping & user testing • Facilitating workshops • Creating mobile-first designs

Top10.com
June 2010 – May 2012

Web designer

Web designer working on a range of customer-facing projects including Mobiles, Broadband Speedtest, Broadband Local & mobile app as well as email and social campaigns. Coordinating mobile and responsive solutions, UX testing, style-guides and running Top10.com awards events.

Responsive designs across desktop, tablet and mobile • Design and production of templates, assets and banners • Design of content for email & social media • Awards event planning

SapientNitro

Digital designer/developer   Sept. 2008 – June 2010

Folk Creative

Web developer internship   June – Sept. 2008