Jack Linley UX/UI Designer

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Profile

UX/UI Designer with 12 years in design, the last 4 focused on digital products and candidate journeys for clients including Aviva, British Airways, Checkout.com, TfL and the BBC. I turn complex requirements into clear, accessible user journeys, working with stakeholders and developers from discovery through to handover.

Professional Diploma in UX Design (UX Design Institute, 2025), with hands-on experience of user interviews, moderated usability testing and information architecture. Looking for a UX/UI or Product Design role in a team that values research, accessibility and close work with engineering.

Professional experience

Digital Designer (UX/UI), Cappfinity Ltd February 2022 - Present

Design digital products, assessment platforms and candidate journeys for global organisations, working with clients, consultants and developers.

- Designed Aviva Preparation Plus, a candidate preparation product for apprenticeship recruitment. Candidates who used it scored higher than non-users in two core assessments (effect size 0.31), and the client signed off the design quickly.
- Led UX/UI for end-to-end assessment journeys for 30+ clients, including British Airways, Checkout.com, LSEG and Deloitte, covering login, assessment and personalised feedback reports.
- Ran stakeholder discovery with client talent acquisition teams to define user needs, journeys and information architecture, and gathered candidate feedback to check assumptions.
- Produced wireframes, user flows and interactive Figma prototypes, reviewing them with developers at wireframe stage to resolve platform constraints early and reduce late-stage revisions.
- Built reusable components and page patterns for British Airways candidate products, keeping 4 products consistent across 3 recruitment cycles.
- Delivered accessible digital content for TfL to the Web Content Accessibility Guidelines (WCAG 2.2 AA), including alt text, captions, QA tracking and user acceptance testing.
- Applied WCAG 2.2 AA throughout: contrast, heading structure, responsive layouts and clear interaction states.

Graphic Designer, Cappfinity Ltd June 2013 - February 2022

- Created brand identities, campaigns and digital assets for 20+ clients, managing projects from brief to delivery.
- Built a foundation in typography, visual hierarchy and accessible communication that underpins my UI work.

Education

Professional Diploma in UX Design
UX Design Institute - 2025

Advanced Adobe (Illustrator, InDesign, Photoshop, After Effects)
Armada Training - 2014

Core skills

- **UX & Product Design:** User-centred design, interaction design, user flows, wireframing, prototyping, information architecture, design systems, accessibility (WCAG 2.2 AA)
- **Research & Discovery:** User research, user interviews, usability testing, stakeholder interviews, journey mapping, competitor analysis, analytics-informed design, problem definition
- **Tools:** Figma, FigJam, Framer, Miro, Lookback, SurveyMonkey, Google Analytics, Adobe Creative Suite
- **Collaboration:** Stakeholder management, cross-functional collaboration, agile working, client workshops, design critiques, developer handover, Jira, Teams, Slack