

Jack Linley Designer

Birmingham, UK. | jacklinleydesign@gmail.com | 07508 097 857

<https://www.linkedin.com/in/jacklinley/> | jackleydesign.co

Profile

Product Designer with 12+ years of experience designing digital products and platforms for organisations including the BBC, TfL and Network Rail. Experienced in translating complex requirements into intuitive user journeys, balancing user needs with business goals.

Combines research, interaction design and visual design to simplify complex problems and improve usability. Completed a Professional Diploma in UX Design in 2025, strengthening skills in user research, usability testing and information architecture. Experienced in collaborating with multidisciplinary teams and aligning stakeholders around user-centred outcomes.

Core skills

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

Professional experience

Digital Designer, Cappfinity Ltd February 2022 - Present

Design user-centred digital experiences for global organisations, collaborating with clients, consultants and developers to deliver accessible assessment platforms and recruitment journeys.

- Designed end-to-end digital experiences, including websites, assessment journeys, landing pages and interactive content, for 30+ global clients across sectors such as financial services, aviation and the public sector.
- Reduced developer handover friction by establishing clear wireframes, user flows, and interactive prototypes.
- Partnered with stakeholders to translate complex business requirements into intuitive user experiences, presenting concepts and design rationale to internal teams and external clients.
- Applied UX and accessibility best practice (WCAG 2.2) to improve clarity, reduce cognitive load and create more inclusive digital experiences for end users.
- Contributed to reusable design components and design systems, improving visual and interaction consistency across products.
- Collaborated closely with software engineers and front-end developers to ensure designs were technically feasible and implemented accurately.

Graphic Designer, Cappfinity Ltd June 2013 - February 2022

Designed brand identities, marketing materials and digital assets for a wide range of clients, managing projects from brief through to delivery.

- Created visual identities, marketing campaigns and digital assets for clients across multiple sectors, managing projects end-to-end alongside internal stakeholders.
- Produced print and digital communications, including presentations, brochures, social content and campaign materials, for 20+ clients.
- Built a strong working knowledge of branding, typography, visual hierarchy and accessible communication, applied consistently across client accounts.
- Delivered high-quality work within fast-paced project teams, consistently meeting tight deadlines across concurrent briefs.