

JAMIE TIDD

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Strategic, impact-driven Product Designer with 4 years of experience delivering end-to-end product solutions across SaaS, insurance, and enterprise platforms. I blend design thinking with product strategy to craft accessible, scalable, and intuitive user experiences. With a strong technical foundation and systems-thinking mindset, I collaborate across product, design, and engineering to drive measurable business growth, improve customer journeys, and optimise internal workflows.

PROFESSIONAL EXPERIENCE

UX/UI Designer

September 2023 - Present | Zurich Insurance - Cover-More | London, UK

- Owned key design initiatives across the insurance customer lifecycle, aligning product UX with roadmap priorities and revenue goals.
- Built and scaled a Figma component system that streamlined design-to-dev handoff and established UI consistency across platforms.
- Launched high-impact UX improvements, increasing online conversion by 47% and customer retention by 52%.
- Drove accessibility standards (WCAG 2.2 AA) and introduced documentation systems to scale inclusive design.

Contract & Freelance UX/UI Designer

Jan 2023 - Sept 2023 | Instem | London, UK

- Led UX strategy and delivery for complex SaaS platforms, resulting in an 88%+ uplift in engagement.
- Delivered flows, wireframes, and dev-ready prototypes for data-heavy applications used by SaaS scientific and pharma clients.
- Validated design decisions through A/B testing and analytics, helping prioritise product iterations.

UX/UI Designer

June 2021 - January 2023 | GAT Labs | Dublin, Ireland

- Delivered complete product redesigns for GAT Flow and GAT+ (Google Workspace tools), simplifying complex user workflows.
- Conducted 50+ usability sessions and used insight synthesis to guide product direction and iteration cadence.
- Created and maintained design systems to support consistency across platforms and empower distributed teams.
- Produced polished, dev-ready interfaces and prototypes that aligned with engineering constraints and business goals.

EDUCATION & CERTIFICATIONS

BSc Computer Science & Software Engineering | Maynooth University, Ireland

UX Design Professional Certificate | Google

Accessibility: How to Design for All | Interaction Design Foundation (Top 10% of course takers globally)

TOOLS & SKILLS:

Figma (design systems, prototyping, QA, plugin exploration), User Research, Usability Testing, Product Strategy, Design QA, Accessibility (WCAG), HTML/CSS/JS, A/B Testing, Internal Tooling, Cross-Functional Alignment