

Experienced product design strategist and team leader, with a strong track record of improving product, website and mobile app performance through data-informed, engaging UX & UI designs in fast-paced marketing and agile product environments since 2005.

My success lies in a proven ability to understand users and connect their needs to commercial business strategy, while guiding teams towards iterative success.

Beyond the office I've recently been a mentor in the UX Brighton Mentorship Programme and am committed to continual professional development, recently having obtained a qualification as a Certified ScrumMaster®.

View case studies of my work at [www.clairejohnson.me.uk](http://www.clairejohnson.me.uk)

## EXPERIENCE

### Lead UX & UI Designer at CUBE Global 2024 - NOW

As a lead Product Designer for multiple platforms within a suite of cutting-edge Regulatory Intelligence products, I champion user-centered, intuitive and accessible design solutions throughout the product lifecycle.

I collaborate closely with cross-functional teams to deliver innovative solutions that empower users to navigate complex regulatory landscapes effectively.

### Lead Product Designer at SaleCycle 2022 - 2024

- **Product migration strategy & design** of internal tooling for a leading MarTech solution provider working across Agile teams to deliver intuitive SaaS user experiences for internal users.
- **Improved product Ease of Use by 20%** benefiting staff productivity.
- **Established recognition of the difference between UX and UI**, leading to team growth and increased organizational maturity.



*Claire made critical contributions to our Product Strategy, driving impactful evolution in our products. Her skill in translating complex user insights, business objectives, and technical constraints into effective solutions consistently exceeded expectations. Notably, her work on our campaign builder introduced new capabilities that elevated our client offerings and improved user experience by 20%.*

*She is also deeply committed to cross-functional collaboration, ensuring that every product is the result of true teamwork.*

- Damaris Andujo, Product Manager (Source: LinkedIn)

📞 07900 256 218

✉️ [claire.a.johnson@hotmail.co.uk](mailto:claire.a.johnson@hotmail.co.uk)

🌐 [www.clairejohnson.me.uk](http://www.clairejohnson.me.uk)

🌐 [in/clairejohnsondesigner](https://www.linkedin.com/in/clairejohnsondesigner)

## EXPERTISE

### ⚙️ UX Design

- Workshop Facilitation · SaaS
- Research · Usability Testing
- Interviews · User Flows
- Surveys · Personas · Card Sorts
- Mental Models · Sketching
- Empathy mapping · Wireframes
- Prototypes · Tree Testing
- User Journey Mapping · Miro

### 🎨 UI Design

- Establishing & Scaling Design Systems · Interface Layout
- Figma · Design Patterns
- Accessibility · Adobe XD
- Illustrator · Photoshop

### 📊 Data-led Design

- A/B testing · A/B testing
- Google Analytics (GA4)
- Google Tag Manager (GTM)
- Conversion Rate Optimisation (CRO) · Customised User Experiences by Search Term

### ★ Design Leadership

- Communication · Mentoring
- Agile Scrum Master · Strategy
- Product Roadmapping
- Product Vision · Connecting Designs to Business Goals
- Stakeholder Management
- Risk mitigation · Teamwork
- Project & People Management



University  
credit-rated UX  
Design Diploma



Interaction  
Design Foundation  
membership

## UX Designer at Adrenial

2021 - 2022

- **Increased onboarding completion rates and reduced user churn** through strategic product design direction, UX research and UI design for a SaaS video publishing product (B2B).
- **Delivered a B2C social video iOS app to market in 6 weeks**, utilizing research and strategic thinking to manage resources.
- **Increased app subscriptions** through online conversion rate optimization (CRO) through user testing and design iteration.



View the case study...

[www.clairejohnson.me.uk/design-projects/adrenial](http://www.clairejohnson.me.uk/design-projects/adrenial)



*[Claire] played an important role in enhancing our core products through her exceptional UX skills. [Her] contributions refined our product flows improving user conversion."*

- Steve Plummer, CEO (Source: LinkedIn)

## UX & Design Manager at Learning People

2019 - 2021

- **Implemented UX strategy** for a global digital marketing team.
- **Increased web traffic and online lead generation (CRO)** through A/B testing and user focussed experience design.
- **Promoted to design team lead within 3 months** of joining, mentoring in-house design staff, co-ordinating freelancers and agency resources.



View the case study...

[www.clairejohnson.me.uk/design-projects/learningpeople](http://www.clairejohnson.me.uk/design-projects/learningpeople)



*[Claire] has taught me how to use multiple Adobe products, and given me skills I never thought I'd be able to have. She is kind and patient with people, highly organised and exceptionally skilled at [design].*

- Jenny Bernarde, Social Media Manager (Source: LinkedIn)

## Website & Digital Design Manager at Embassy

2018 - 2019

- **Improved website performance** across 4 web products, through data-informed design and iterative design (SEO, CRO and UX).
- Worked on digital strategy to **increase online revenue** and help facilitate exposure of four international brands through production of new marketing assets (web, social, animation, video, and email).



View the case study...

[www.clairejohnson.me.uk/design-projects/embassy-website](http://www.clairejohnson.me.uk/design-projects/embassy-website)



*Having worked with Claire for over 4 years she was on the top of my list when I needed to recruit a new team. [Claire] is a rare find."*

- Carly Doyle, Head of Marketing (Source: LinkedIn)

Early career history (2005 - 18): [www.linkedin.com/in/clairejohnsondesigner/](http://www.linkedin.com/in/clairejohnsondesigner/)

## SUPPORTING SKILLS

### ✉ Brand & Marketing Design

· Print design · Graphic design  
· HubSpot · MailChimp  
· ZoHo Campaigns · Adobe InDesign · Responsive email design and coding (HTML)

### 🎬 Motion Graphic

· Animation · Video editing  
· Adobe After Effects  
· Adobe Premiere Pro  
· Figma prototyping animation

### </> Website Management

· Wordpress · Joomla! CMS  
· Sitecore · HTML/CSS · SEO  
· Reporting (see expertise)

## EDUCATION

- **Certified Scrum Master**  
by the Scrum Alliance, 2024
- **AI for Designers training**,  
by the IxDF, 2024
- **Scrum Foundations verified**,  
by the Scrum Alliance, 2022
- **PRINCE2® Project Management Certification**,  
from AXELOS, 2021
- **Business Fundamentals: Project Management**  
Open University, 2021
- **People Management Skills**  
certificate by CIPD, 2021
- **UX Design diploma**,  
credit-rated by Glasgow Caledonian University, 2020
- **Digital Media Design 2.1 BA**,  
University of Brighton, 2008

