Profile

I've spent the last 18 years designing products used by millions of people across TV, web, mobile, and connected kitchen appliances. I specialise in systems design, UX and prototyping. I'm most energised by ambiguous, high-impact problems where bringing structure and clarity makes a real difference.

I like to sit at the intersection of complex systems, user behaviour, and business goals. I'm comfortable operating at both a strategic and hands-on level, shaping product direction with product managers while staying close to the work through prototyping, testing, and iteration. Early-career, hands-on experience with front-end implementation has given me a strong technical grounding, helping me collaborate effectively with engineers and design solutions that respect real-world constraints.

I enjoy mentoring designers and raising work quality through shared standards, collaboration, and practical leadership.

Fresco

Lead Product Designer   2023 – Present

- Led end-to-end design across key product areas including appliance pages, ingredient presets, and core guided cooking flows.
- Designed on-device user interfaces for connected cooking appliances, contributing heavily to the guided cooking redesign and recipe editing experiences through discovery, advanced prototyping, interaction design, and late-stage UI refinement.
- Maintained and contributed to a scalable design system supporting multiple partner apps, balancing differing brand requirements within a neutral, shared UI foundation.
- Used high-fidelity prototyping to make ideas tangible early, align teams, validate assumptions, and reduce risk before engineering investment.
- Experimented with AI-assisted workflows to improve research synthesis, copy refinement, data analysis, and iteration speed.
- Worked in an investor-backed startup, adapting to shifting priorities while balancing the needs of partners, investors, and home cooks.
- Raised the team's prototyping capability by designing and running structured workshops and hands-on training sessions.

Cookpad

Lead Product Designer   2020 - 2023

- Led design for Premium Services and growth initiatives, partnering closely with product, research, and engineering to shape strategy, run experiments to validate assumptions, and influence product direction across web and mobile.
- Shaped strategic direction and owned end-to-end design for a web-to-app conversion programme, driving a ~15× increase in searches and increasing app downloads by ~2.5× by redesigning recipe pages to build trust, encourage further searching, and shifting conversion friction to moments of clear value.
- Expanded the Premium offering through new features and experiments, increasing free trial starts and exploring ways to reduce churn by strengthening perceived value.
- Hired and mentored junior designers and raised team quality through regular peer reviews.
- Created a Figma plugin that improved design accuracy, enabled faster prototyping, and supported user testing with real content across multiple regions and languages.

Sky

Lead UX Designer   2013-2020

- Lead UX Designer for the flagship big-screen experience, responsible for creating the vision, defining the user experience, and inspiring the business to invest in the product.
- Launched NOW TV Kids, designing age-appropriate, safe, and engaging experiences for children in a family viewing context.
- Built a full-screen, remote-controlled TV web app prototype to explore interaction models, carry out extensive user research and align stakeholders.
- Hired and line-managed junior designers, supporting their development and delivery.

Yell

Head of UI   2007 - 2013

- Progressed from a Junior Web Designer into a leadership role heading up the UI team, hiring and managing designers and developers and establishing shared coding standards.

Chris Bewick

Shaping product direction through systems design, UX, and experimentation across TV, mobile, web, and connected appliances.

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Skills

System Design Search & Discovery

Product Design Connected Devices

Design systems Interaction Design

Adv. Prototyping TV Interfaces

UX Design Leadership

Experimentation A/B Testing

Cross-functional Collaboration

Conversion optimisation Mentoring

Line-management

AI-assisted Design Workflows

HTML5 CSS3 JavaScript

Tools

Figma Suite Origami Studio

Principle HTML CSS

JavaScript

Education

BSc Biology (2:1)
University of Bath

Other Interests

Outside of work, I'm a lifelong musician who enjoys recording and collaborating on music projects. I'm also an enthusiastic home cook, food experimenter, and brewer, and I like spending time in my workshop designing and building furniture.