

# Chris Tunbridge

Product Designer

Lead Product Designer with 9+ years experience delivering complex fintech and SaaS products across mobile and web. Experienced in end-to-end delivery, design systems, accessibility, and embedding AI into real-world user workflows.

## GetGround

Lead Product Designer

Sep 2024 - Present

Leading design across core areas of the GetGround customer platform, supporting **30,000+ property investors** from sourcing to bookkeeping and tax submission. Owner of the **Capcom design system** and leader of AI-augmented design workflows.

Key achievements

- Led the **AI design transformation** by defining **interaction and context models** that determine when and how AI delivers value, embedding AI as a trusted collaborator within core workflows.
- Delivered the new **Bookkeeping and Tax Submissions** experience end-to-end, improving accuracy, user clarity, and workflow efficiency.
- Introduced **AI-enabled workflows**, including **codebase-first prototyping**, **searchable research databases in Notion**, and **bespoke content-writing agents** (e.g. CopyKat), accelerating discovery, iteration speed, and content quality while improving alignment with engineering teams.
- Led the **platform redesign to support product-led growth**, evolving information architecture, core user journeys, and cross-feature consistency to improve activation, engagement, and long-term user retention across the customer platform.

## Sage

Senior Product Designer

Apr 2021 - Sep 2024

Lead designer on the **Sage Individual native app** (iOS & Android), serving the UK's **4.5M small business owners** with income/expense tracking, invoicing, payments, and tax submission features.

Key achievements

- Led UX and UI for core mobile journeys including expense capture, invoicing, cash flow tools, and native tap-to-pay.
- Drove team efficiency and quality through **design frameworks, feedback pathways, retrospectives, workshop formats, problem-framing templates**, and delivery processes.
- Accessibility Champion for native mobile (**WCAG 2.1**) and founder of the **Native Mobile Design System**, enabling consistent, accessible UI across Sage's mobile products.

## Football Survivor

Founding Product Designer

Apr 2019 - Apr 2021

Founding designer for a peer-to-peer mobile app based on the “Last Man Standing” game.

Key achievements

- Led end-to-end product design across UX, UI, design system, content design, and app store assets for iOS and Android.
- Grew to **15,000+ sign-ups and 8,000+** active users within 18 months.
- Developed marketing materials and visual identity to support early growth.

## Maverick

Product Designer

Jun 2018 - Jun 2019

Part of DHL's digital transformation initiative.

Key achievements

- Designed UX for a React Native employee app supporting engagement, events, and admin tasks at DHL.

## Skills

**Design** • UX Design, UI Design, End-to-end Product Design, Interaction Design, Design Systems, Component Libraries, Token Management, Visual Design, AI-augmented workflows

**Prototyping and Software** • Figma, AI-assisted prototyping, code-first prototyping (Cursor), rapid experimentation

**User Testing** • Test script writing, Test facilitation, Insight synthesis, Research ops, Notion-based knowledge systems

**AI and Automation** • LLM-driven prototyping, Generative AI workflows, Research synthesis automation, Custom agents (Slack, Notion)

**Accessibility** • WCAG 2.1 (mobile + web), Native mobile accessibility design, Inclusive design patterns

**Collaboration and Product** • Workshop facilitation, 5-day sprints, Journey mapping, Prioritisation, Product strategy support, Problem framing, Cross-functional alignment

## Contact

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## Portfolio

[christunbridge.co.uk](https://christunbridge.co.uk)