

# Edward Stone

Head of Product Design (UX/UI)

Outcome-focused Head of Product Design with 10+ years bridging user experience and product strategy across ed-tech and sports technology. Designed planning feature achieving 80% teacher adoption at Inquisitive and restructured information architecture reducing search time by 50%.

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## EXPERIENCE

### Head of Product Design (UX/UI), *Inquisitive*

2020 – Present · Sydney, Australia

Ed-tech startup producing curriculum-aligned lessons for 50,000+ primary school teachers across Australia and USA. Lead product design strategy, influence product roadmap, and collaborate with engineering, data, marketing, operations, and support teams.

- Founded and maintained the company's Figma variable-powered atomic design system
- Designed a responsive, accessible lesson builder, enabling the replacement of static PDFs with interactive digital lessons, increasing product value and user engagement, and allowing the business to expand into the student market and increase their overall revenue.
- Researched, interviewed, designed, and iterated to create a planning feature that aligned Inquisitive's content with teachers' real-world requirements, resulting in adoption by over 80% of active users and becoming a key indicator of customer engagement and satisfaction.
- Researched and restructured the lesson library's information architecture, reducing teacher time to find critical resources by 50%.
- Routinely use data, heat maps, and interviews to identify user pain points, documenting findings in Confluence and designing and testing low-development-effort, high-impact solutions.

### Head of Design, *PlaySport*

Apr 2019 – Mar 2020 · Sydney, Australia

- Create and maintain the business' Design System appropriate for all platforms in Figma (Web, Android and iOS).
- Conduct UX research to find the best implementation for new product features.
- Create and test wireframes before producing high-fidelity prototypes.
- Created a thorough user interface design system in Figma for use across all platforms.
- Routinely delivered UI and UX improvements to increase usability, user engagement and delight.

### Senior Designer, *PlaySport*

Mar 2018 – Apr 2019 · Sydney, Australia

- Research, write and design PlaySport's brand guidelines.
- Define and implement a visual style appropriate for the 300 sports offered by the platform.
- Design all digital and print business collateral.
- Creative direction for short-form video content.
- Re-designed EDM campaigns increasing conversion rate by over 20%.
- Worked closely with investors to design decks which helped secure additional multi-million dollar investment.

## UX/UI DESIGN SKILLS

Interaction Design

Product Design

Rapid Prototyping

Information Architecture

Figma

Wireframing

## METHODOLOGIES

Design Thinking

Agile / Scrum

Atomic Design Systems

Jobs to be Done

## RESEARCH & ANALYSIS

User Research

Data Analysis

Survey Design

Usability Testing

## SOFT SKILLS

Stakeholder Management

Project Management

Copywriting

## EDUCATION

### Ravensbourne University

Foundation Diploma in Graphic Design

### Esher College (A Levels)

ICT · Media Studies · English Language

## **Graphic Designer, Rocket Entertainment & The Elton John AIDS Foundation**

Jul 2013 – Oct 2016 · London, UK

Graphic designer for Sir Elton John's private office, Rocket Sports (sports management), and Rocket Music (music management). Designed for Olympic-level athletes and entertainment industry clients.

- Produce infographic-led presentations to successfully pitch to potential investors, sponsors and at key events.
- Produce digital content for Rocket Entertainment and their client's social media including Facebook, Twitter and Instagram.
- Design event collateral, both print and web, for public and private use.
- Collaborate with the company's CEOs to produce each branch's quarterly presentation to stakeholders.
- Produce the Elton John AIDS Foundation's annual reports, working closely with heads of departments on their specific sections.
- Created all events collateral for the Elton John AIDS Foundation's annual Woodside Gallery Dinner for three consecutive years. This one-night event raises an average of £3,000,000 annually.
- Expanded responsibility from Rocket Sports' designer to the designer of the whole Rocket umbrella, as well as the Elton John AIDS Foundation, through recommendation from COO to COO.
- Worked closely with several Rocket Music artists to design promotional material as well as finished art for single and album covers.
- Designed and maintained the Rocket Entertainment website and established their social media presence.
- Worked closely with CEO, David Furnish, to prepare presentations to engage stakeholders often under tight deadlines.

## **Co-Owner & Designer, Prang Out**

Jan 2011 – Oct 2016 · London, UK

Co-founded and operated clothing startup, managing end-to-end product lifecycle from design to sales. Closed when relocating to Australia.

- Design all products, packaging and advertisements.
- Prepare artwork appropriate for embroidery, screen-printing and packaging purposes.
- Photograph products on-and-off model for the web store and various online retailers.
- Establish, design and maintain the online web store and blog.
- Source and order products, maintaining stock levels to ensure profit margins.
- Sold over 10,000 individual products internationally.
- Featured in several prominent publications including TimeOut London, Front Magazine and Empire Magazine.

## **Freelance Graphic Designer, Insignia Worldwide**

Jul 2017 – Feb 2018 · Sydney, Australia

International design agency specialising in property branding. Led print, digital, POS, and signage design across multiple clients.

## **Freelance Graphic Designer, john+john**

Nov 2016 – Dec 2016 · Sydney, Australia

Short-term freelance engagement covering visual design, branding, and print.

## **Assistant Archivist, The Office of Sir Elton John and David Furnish**

Nov 2011 – Jul 2013 · London, UK

Catalogued and maintained the personal and professional archive for Sir Elton John and David Furnish.