

Hey, I'm Edward Stone 🙌

A UX Designer with over a decade of experience in visual, digital, and UI/UX design. I excel in creating user-centric designs, leading product design initiatives, and employing data-driven strategies to enhance user experience.

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Lead UX Designer at Inquisitive | 2020 - Present

Inquisitive is an ed-tech start-up that produces curriculum aligned lessons for primary school teachers across Australia and the USA.

- Founded and maintained the company's Figma variable-powered (design token) atomic design system that works across multiple regions.
- 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.

UX Designer at PlaySport | 2018 - 2020

A tech start-up that bridges the gap between sports organisations and participants.

- Founded and maintained the company's atomic design system for use across web, iOS and Android.
- Designed the brand. The aesthetic opened doors for sales to access high-value clients due to perceived trust and value
- Wrote and designed pitch deck which secured multi-million dollar investment.

Graphic Designer at Insignia Worldwide | 2017 - 2018

Digital Designer at john+john | 2017

Graphic Designer at Rocket Entertainment | 2013 - 2016

Co-Owner and Designer at Prang Out | 2011 - 2016

Archivist at The Office of Sir Elton John and David Furnish | 2011 - 2013

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 Skills

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