

Guy Ligertwood

Product Designer

I'm a designer with 10 years experience, living in Sydney, Australia. I'm currently building software for financial advisers at Lumiant, and it's tme for a change.

Relevant experience

Head of Design, Lumiant Mar 2021 - Current (3yrs 3mths)

Was the sole designer working at this startup. Have done all the web and app designs from scratch. Reached \$1M ARR. Main challenges; not enough focus, building too many incomplete features.

Senior Product Designer, Invoice2go Oct 2019 - Mar 2021 (1yr 6mth)

Designed for iOS, Android and responsive web. Worked on the payments flow and in 1 year increased payments through the Invoice2go platform by \$30M. Main challenges; new leadership team and the business was scaling to sell.

Senior UX Designer, Qantas Nov 2018 - Oct 2019 (1yr)

Designed for iOS, Android and responsive web. Went form 40K to 160K monthly active users at this time and increased th app store rating from 2.6 to 4.6. Main challenges; managing stakeholders and iterating on work.

UX Designer, Tabcorp Dec 2014 - Nov 2018 (4 yrs)

Designed for iOS, Android and responsive web. Successes: Multiplier; 5.4M used from 20K new customers over six months. Multi Builder; in one month, 25,000 multi's placed with a turnover of \$320K.

UX Designer, Blue Egg Sep 2014 - Nov 2014 (3 mths)

A contract designing a website for Woolmark. Working with stakeholders and previous research. I created personas, user flows and initial designs for the site.

General Manager, Kwik Kopy Feb 2011 - Feb 2014 (3yrs 1mth)

I managed a print business with the remit to increase sales. I grew revenue 30% year on year over 3 years. The company sold in January 2014.

Founder, Bluestone Cleaning Feb 2002 - Jul 2009 (7yrs 6 mths)

I founded Bluestone Cleaning in Edinburgh, Scotland, in 2002. Over 7 years, I grew the business to 50 full-time employees with a yearly turnover of £800,000 (AUS\$1.5 million). This proved to be one of the most challenging and exciting times of my life.

Current side businesses

Founder, Testimonial Donut

Jul 2023 – Current
Building testimonial software for SaaS businesses. |www.testimonialdonut.com

Founder, Founderoo

Founder // Jan 2021 – Current
A website/newsletter telling the stories of founders. www.founderoo.co

Founder, Kaddim

Feb 2023 – Current
Building document collection software for Aussie mortgage brokers. www.kaddim.com

Education

UI Design - Learn UI design (2024)

UX Writing - UX writing Collective (2019)

VUI Design - Career Foundry (2018)

Writing for the web - Open training (2017)

Product Design by Google - Udacity (2017)

UI Design - Designlab 2014

UX Design - General Assembly, 2014

Certificate 3 in business

Australian Pacific College, 2011

Northumbria University

Batchelor of honours degree,
Travel, Tourism & business