

Jack Peter Hartley



Design & Research Lead

jackhartley@outlook.com • 07773 373 813 • [Portfolio](#) • [LinkedIn](#)

Design & Research Lead with 20 years' experience shaping design systems and user experiences for global brands. Skilled in leading teams, scaling operations, and delivering solutions that drive efficiency and engagement.

Skills

Design Leadership - UX Strategy, Service Design, Research, People Leadership

Design Craft - Interaction Design, Visual Design, Design Systems, Prototyping, Accessibility

Tools & Methods - Figma, HTML, Mobile, Design Ops, Agile, Lean UX

Experience

Accenture, Lead Design & Research Consultant, Apr 2020 - Present

Department for Work & Pensions, Interaction Design, Public Sector

Shaped interaction design for citizen-facing services, improving accessibility and usability at scale.

AstraZeneca, Artificial Intelligence, Pharmaceutical

Designed AI-driven tools to support delivery of regulatory wording for pharmaceutical products, enhancing data efficiency and decision-making.

Rank Group, Mobile Apps, Research, Gaming

Customer research with Grosvenor Casinos and Mecca Bingo, developing strategy for successful launch of mobile apps.

Octopus Energy Group, Data Visualisation, Renewable Energy

Led design of real-time data visualisation platforms, improving customer insight and engagement.

cinch, e-Commerce, Automotive

Delivered mobile and e-commerce experiences, driving user adoption and engagement.

Novuna, Design Systems, Finance

Owned and scaled a financial services design system, cutting component duplication and reducing delivery time to meet strict legal deadlines.

Hitachi Capital, Service Design, Finance

Led service design and prototyping for retail finance, using customer research to shape journeys and support multiple delivery squads with user-centred solutions.

Experience

ecobee, UX Designer, Oct 2018 - Apr 2020

Designed connected home experiences across mobile and IoT, improving ease of use and customer retention. Collaborated with engineering teams to optimise onboarding flows, reducing user drop-off.

Cocoon Labs, UX Designer, Jun 2016 - Oct 2018

Created mobile-first interfaces for IoT security products, driving early adoption in a start-up environment.

Welcom Digital, Senior Digital Designer, Apr 2015 - Jun 2016

Delivered responsive design solutions for financial and retail platforms.

Engage Mutual Assurance, UX Developer, Jul 2012 - Apr 2015

BT, Web Designer, Apr 2006 - Jul 2012

Early career roles in UX and digital design - focused on delivering accessible web and product experiences.

Qualifications

Bournemouth University, Bachelor of Arts (BA) Hons, Interactive Media Production

Nielsen Norman Group, UX Management Certified (1052302), 2022

Portfolio

Available at jackhartley.com.

Updated case studies available upon request.