Andy Fuller

Senior Product Designer, logo geek, and banger of drums. 🥁

Over twenty years of experience designing user experiences for top-tier brands and growing startups. I've dedicated myself to understanding users' needs, behaviours, and emotions to gain valuable insights.

designbull.co.uk
(+44) 07775 751894
andy@designbull.co.uk

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ACHIEVEMENTS

EMEA Emmas Award
"Best UX design in a travel mobile app."
GT Global Tracker app→

I started my design journey aged 14, helping my father in his graphic design business designing adverts and brochures. I learnt HTML in 2001, then designed and built my first website and it took me on a path to where I am today as a UX designer. In my spare time I enjoy playing latin percussion drums, designing logos and learning no-code tools.

SKILLS

Design leadership	User research
Design sprints	Sketching
Lean UX	Wireframing
Iterative design	Prototyping
Usability testing	UI & brand design
User testing	UI Design System setup

TOOLS

Miro	Usertesting.com
Dovetail	Userbrain.com
Figma	Askable.com
Webflow	Adobe Analytics
Jira/Azure	Microsoft Clarity

EDUCATION

Interaction Design Foundation (IDF)
UX Professional Certified (2017), Accessibility (2019). Agile UX (2023)

BTEC Higher National Diploma
Typography, Lettering & Graphic Design (1994)

EXPERIENCE

Senior Product Designer
C-Breez (B2C SaaS startup) – London, UK
Jan 2020 — Present (contract)
Helped to increase direct bookings by 12% after the user-led redesign of their booking platform.

Lead UX Consultant
Great State (Agency) – Bristol, UK
April 2023 — Jan 2024
I led the UX and UI design for the Army recruitment website and helped improve the application journey by 23%.

Senior Product Designer
Panaseer (B2B SaaS Scaleup) – London, UK
Sept 2021 — April 2023
I helped create a UI design system, user personas, cyber security user research repository, and set up agile UX design process to speed up design/engineering team outputs.

Senior UX Designer
Lovehoney (Ecommerce) – Bath, UK
Feb 2020 — Sept 2021
I played a critical role in defining the new user experience for nine global B2C e-commerce sites. Led multiple A/B tests that resulted in an 11% increase in AOV (Average Order Value).

9 more positions from 1996 →

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How I led the redesign of the C-Breez hotel and flights platform and increased bookings by 12%

Setting up a used-led approach by gathering customer feedback, conducting pre, and post user testing, helped to validate the new, responsive user interface designs that helped to increase bookings across devices.

[Read the case study →](#)
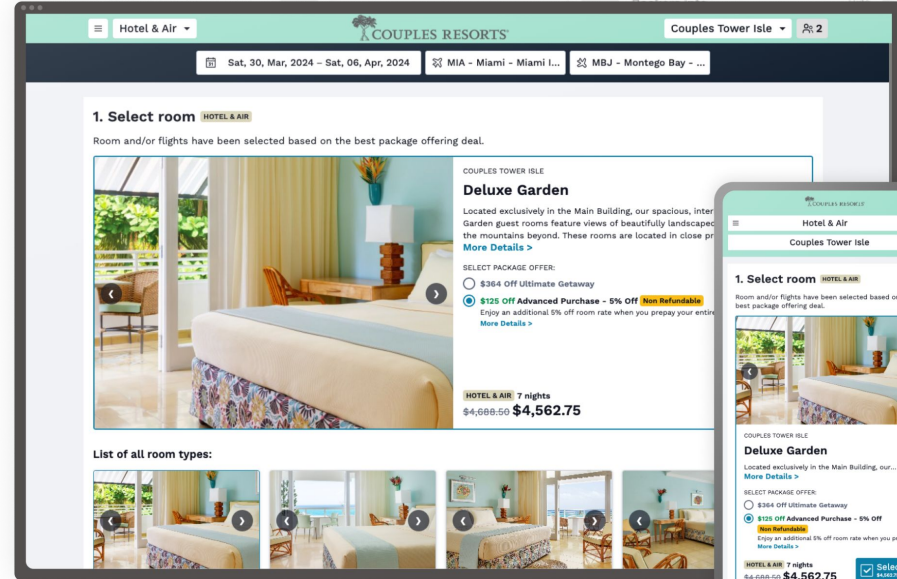
How I led a design sprint to quickly validate a new cyber security reporting feature.

An urgent request to provide the sales team with a new dashboard design to help sell Panaseer to our CISO users.
I recommended a design sprint to quickly validate a new reporting feature to help communicate a CISOs security posture.

Overall, it resulted in valuable insights and positive feedback to build an MVP reporting tool.

Read the case study →

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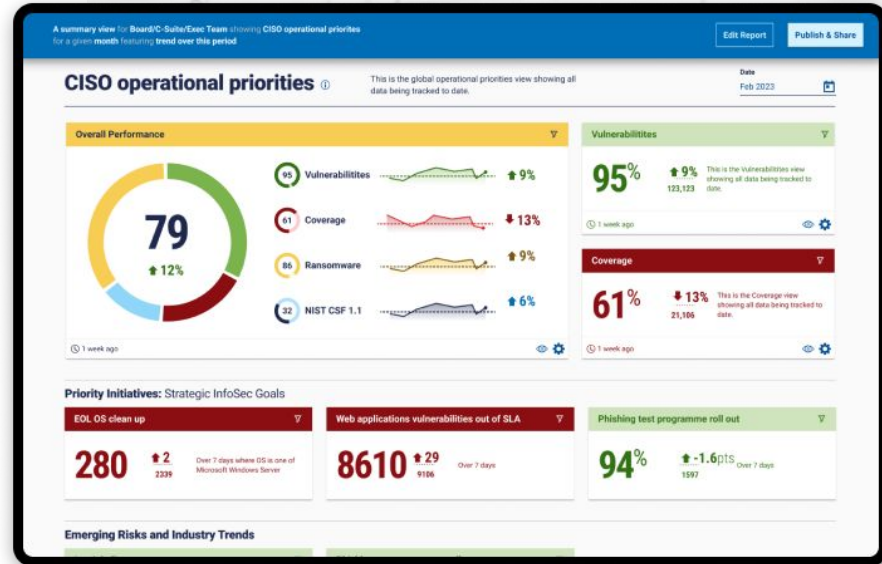
How I helped improve the efficiency of the British Army's application journey by 23%

Leading the UX design and research for the Army recruitment website. A detailed experience map and set of Army personas helped gain a clearer understanding of the end-to-end application experience. This helped validate and prioritise improvements that included navigation redesign, increasing efficiency by reducing the task time by 23%.

[Read the case study →](#)
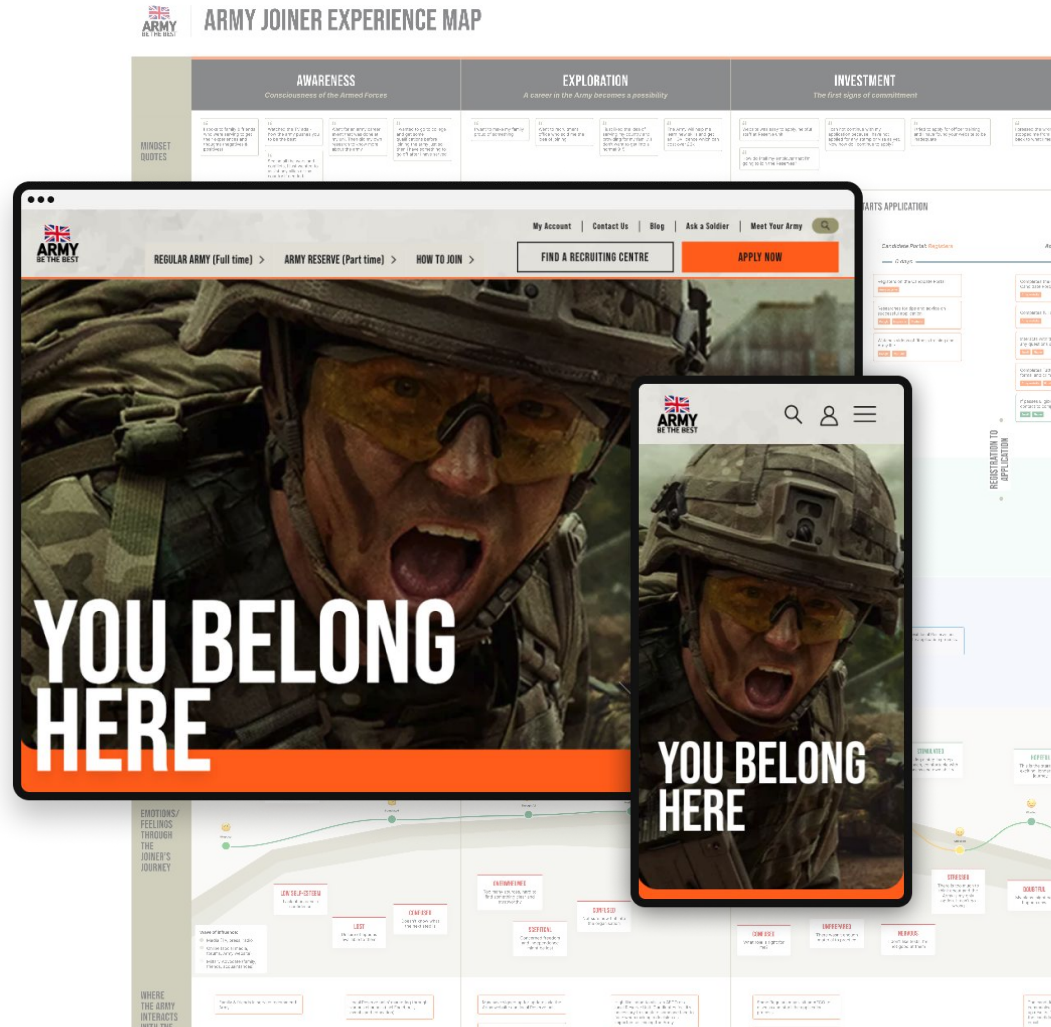
Thanks! 👋

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