

Lloyd Turner | Product Designer

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Proactive and resourceful Designer with 8+ years of experience designing intuitive, user-centric solutions. Proven expertise in collaborating with engineering and product teams, developing features for complex platforms, and delivering impactful designs that balance user needs with business goals. Strong proficiency in Figma & using design systems, with a focus on delivering scalable, actionable solutions.

Moonpay | Senior Designer | Oct 24 - Present

- Redesigning the Moonshot trading platform to enhance token trading through intuitive UX and innovative features.
- Collaborating with cross-functional teams to overhaul the Helio Pay platform and lead brand strategy for social platforms.

Freelance Designer | Nov 23 - Present

- Worked across design projects from concept to launch for diverse clients, in one case assisting Beraborrow in securing \$3.1m Series A funding.
- Orchestrated the end-to-end brand and website development for Red Hot Pepper Pot, a gourmet condiment company, helping to make a digital impact with a bold and distinctive online presence.

Phuture Finance | Head of Design | Jul 21 - Nov 23

- Designed and launched a comprehensive Web3 investment platform, including user research, wireframes, and Figma prototypes.
- Collaborated closely with engineering teams to implement scalable design systems, enhancing platform usability and ensuring technical feasibility.
- Led user testing initiatives and leveraged insights to optimize new features, improving user retention and increasing engagement by 150%.

Google | UX/Visual Designer | Jul 19 - Jun 21

- Led UX research and design standards projects for Android, impacting the user experience across 200M+ devices globally.
- Partnered with engineering and product teams, including Snapchat, Netflix and Samsung, to define and implement design solutions that aligned with brand and user goals.
- Developed annotated design guidelines in Figma to ensure cross-platform consistency and scalability for external stakeholders.

Previous Roles | 2016 - 2021:

- City Index | Visual Designer | Assisted with the largest rebrand in its 40 year history.
- Office Freedom | Lead Designer | Directed a comprehensive brand overhaul, optimizing the digital footprint and redesigning core user journeys for improved engagement.
- Netrix | Visual Designer | Spearheaded a diverse array of campaigns, covering sectors from pet care to real estate, establishing distinct, market-tailored brand narratives for each vertical.

Education:

University of Southampton | BA (Hons) Graphic Arts | 2016

Tetuan Valley Startup School | Graduate & Alumni | 2017