

Hello! I’m Mike, and I help teams create *thoughtful digital solutions* to problems that matter.

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Experience




Piclo

ClimateTech | Feb 2020–Jun 2024

Product Designer → Lead Product Designer

- Lead design for zero-to-one initiatives.
- Established processes for hitting AA accessibility across our flagship app.
- Established foundational design system including UI library + docs.
- Designed multiple tactical enhancements + new product features.
- Helped grow design function from 2 to 7.
- Introduced regular habits to improve design team maturity.
- Helped standardise product thinking across the business via facilitation and documentation.
- Mentored colleagues from across the business, from design through to commercial and customer support.




TotallyMoney

FinTech | Mar 2013–Apr 2019

Designer → Senior Designer → Product Designer

- Designed new and enhanced existing customer touch-points across web, mobile and key programmatic marketing channels.
- I later switched to Product-focussed role, where I helped to launch a 0-1 product that raced to over 1 million customers in under 12 months.




ZEAL Network SE

B2B | Mar 2009–Jun 2013

Digital Designer (Contract)

- Designed, wrote content for, and developed a custom Wordpress site for a corporate social responsibility initiative.



Metaphors

Agency | Jan 2009–Mar 2013

Digital Designer

- Generalist digital design role, working directly with clients in B2B, B2E sectors on over 50 web projects, including brand work, pitching, HTML/CSS, and training clients on Metaphors’ in-house CMS.

About

For nearly fifteen years, I’ve combined **Product**, **Service** and **Visual Design** disciplines—with a side-order of front-end—to help start-ups, scale-ups and enterprises grow, level-up, and move faster.

I am deeply purpose driven, and believe that good design should be an inclusive, multi-disciplinary team sport.

My design stack currently includes a lot of Figma, Miro, Obsidian for writing, and ChatGPT for moving faster, although I’ll never tire of getting messy with pens and paper.

Outside of work, I’m passionate about running, great coffee, and old book smells. I’m currently teaching myself how to play chess properly, how to prompt in Midjourney, and informally develop some coaching skills targeting early career designers and technologists.

Education

MSc Digital Art & Technology

i-DAT, Plymouth

2007–2008

BA (Hons) Graphic Design

Arts University College Bournemouth

2002–2005

Inputs

Reading

The Artist’s Way, Range

Listening to

Decoder, UX Podcast

Playing

Kingdom Come: Deliverance

Watching

Silo, Line of Duty

Chasing

Half-marathon p.b.