



# Nathan Hornby

Product Design Leader

Hi, I'm Nate. This document hopefully helps to demonstrate the variety and scope of the work that I've contributed to as part of my 20 year design career.

I'm happy to curate a set of case studies that best meet your requirements so please let me know if you are keen to hear more about specific industries or project types.

 [Download my CV](#)

## How I like to design

I have diverse product experience and have worked within and helped to define various processes that all tie into a design thinking mind-set that places the user need at the centre of every problem to be solved.

It's during the early discovery stages that conversation needs to flow. I have extensive experience conducting research and interviewing users, as well as facilitating and participating in workshops with stakeholders at all levels of the business.

Once a problem is understood we can combine insight with expert domain knowledge and product experience to collaborate and iterate on solutions that we can test with our customers - I'm a firm believer in iterative development and continually validating ideas with users.

Collaborating with Product Managers, BA's, Front-end resource and Testing teams during hand-over is critical in ensuring the design vision is met and that it continues to meet project requirements. I'm always keen to seek retrospective as we move through product development.

Where required I'm able to remain hands-on during this process and my practical UI/UX skills are as refined as my ability to solve problems and lead teams.



 One of the most personable, approachable, and thoughtful colleagues I have ever worked with, makes learning and working fun and has proven to be a hands-on mentor and teacher to many people around him.

Tim Drake, Product Designer @ Tax Systems

## How I like to lead

Most of my 20 year career has involved leading or managing designers or developers on digital projects. I'm a passionate design and user advocate that is always comfortable championing diverse opinions or those that challenge convention.

I like to work with my team to develop personal goals and objectives that can be tracked and measured over time - and although the primary focus is on the designer's personal and professional development I also like to use this as an opportunity to improve our relationship; capturing ways we can better work together whilst ensuring that I'm as effective as I can be as their lead. I find that this helps to ensure that we grow as a team and that culture forms more organically. Managing Upward is a principle that I've come to value in every team structure.

I like to run a regular retrospective and review session - outside of any sprint ceremony or stand-ups - I find that this gives good opportunities for growth and knowledge transfer. In addition to sharing what's currently being worked on a core component is presentations, workshops and other activities that provide a test-bed for the team to develop new techniques and share ones that they've perfected, in addition to gaining confidence presenting complex ideas to their peers.



 He has taught me so much. Nathan is an extremely knowledgeable product designer, professional and tidy in the way he works and always keeps the user needs at the front of his mind.

Marte Vik Erikson, Product Designer @ EGGS



# AlphaTax® & AlphaVAT®

Tax Systems make Corporation Tax and VAT preparation software, serving 3 of the 'Big Four' accountancy firms and many of the UK's biggest corporate customers.

I'm responsible for all of Tax System's products, including AlphaTax which is their flagship desktop software of 30 years - that I've been helping to transform into a cloud SaaS platform. I've also overseen the deployment of a new VAT product that was a winner in the Digital Innovation category at the 2022 Taxation Awards.

**Buttons**

**Description/overview**

Buttons are used primarily for actions, such as "Import", "Close", "Cancel", or "Save". Plain buttons, both primary and secondary are used in most cases with text only buttons which look similar to links, are used for less important or less commonly used actions, such as "learn more".

**Types**

**Default**

Icon left	Drop down	Drop split	Icon only

**Secondary**

Icon left	Drop down	Drop split	Icon only

**Toggle**

With label	Default

**Text link**

**Sizes**

Primary large default	Primary medium default	Primary small default	<b>Description/overview</b>
			There are three button sizes: small, medium and large. The large primary button is used where possible as the priority action or actions on any singular screen.
Secondary large default	Secondary medium default	Secondary small default	
Primary icon large default	Primary icon med default	Primary icon small default	
Secondary icon large default	Secondary icon medium default	Secondary icon small default	
Primary drop down large default	Primary drop down med default	Primary drop down small default	
Secondary drop down large default	Secondary drop down med default	Secondary drop down small default	
Primary drop down split large default	Primary drop down split med default	Primary drop down split small default	
Secondary drop down split large default	Secondary drop down split med default	Secondary drop down split small default	
Primary icon large default	Primary icon med default	Primary icon small default	

**AlphaCT**

**Description/overview**

These core screens represent how much of the product is assembled from the different combinations of core patterns and components from the Design System. It is a way for us to demonstrate how the holistic experience is presented when visual hierarchy, grouping and prominence of items are brought together.

**Computation view**

**Workflow**

**Review notes**

Whilst leading our team of Product Designers I work closely with the Product Owners and company Directors to help ensure a consistent experience across the portfolio, push innovative solutions and help to define strategy and process for all of our workstreams.

**Entity: E11**

**Search... Input text**

**Toolbar**

**Entities (322) Administration London - Walmart • 31/12/2020**

**Report**

**Navigation**

**Cells**

**Table Data**

**Report Buttons**

**Review Notes**

**File Icons**

**Icons**

**Time Icons**

**Document Icons**

**Help Icons**

**User Icons**

I've implemented a new design process that has improved designer-developer collaboration and eased a critical bottleneck. I've also codified accessibility requirements into our NFR's and helped key stakeholders with how best to engage customers during discovery. This is in addition to overseeing the implementation of a company-wide re-brand, following extensive coordination with the branding team and company directors.



# Side by Side

Mind are a UK Charity that offer various services to those that struggle with mental health.

I helped lead the re-design and re-launch of Mind's online community, Elefriends, which became Side by Side and launched after close consultation with the existing community.

Working closely with the community managers and key stakeholders from Mind we developed a comprehensive user journey and Design System that helped to support the entire digital experience; including promotion, comms and support, in addition to the community itself.

Built on the Discourse platform we had access to a powerful suite of tools, but wanted to push the inclusivity features of Side by Side wherever possible. I helped to define innovative automated accessibility features and ways for users to promote positive social engagement.

I also worked with the community managers during a beta and staggered launch of the product - helping to ensure we captured feedback in a way that produced tangible, actionable next-steps for the product team.

# Customer Choices

Quilter are a wealth management company listed on the FTSE-250 and have established themselves on quality and exceptional customer service.

Needing to engage pension customers to provide options on how to access their investments we were required to create a seamless, crystal-clear experience that could be completed without the aid of a financial advisor.

With a user-base trending into a senior demographic it was especially important to ensure that the product remained intuitive with a low cognitive threshold.

An additional challenge was that Quilter were undergoing a re-brand (previously Old Mutual Wealth) which meant also working closely with their BAU team to ensure consistency throughout the project.

Working with our clients domain experts our design team conceived and delivered a journey that exceeded expectations and project aims, challenging what's possible within a tightly regulated space.



# For:Sight

Arkk provide VAT insight and validation software solutions used by a growing number of large UK corporates and financial institutions.

I initially developed a strong relationship with Arkk when freelancing as a UX consultant, and later introduced them to Etch where we developed a more involved relationship taking care of Arkk's marketing material, comms, front-end services and product design.

Utilising various workshop techniques, including the completion of two design sprints, we worked closely with Arkk's product team to ensure their goals were continually met. Embarking on several innovative initiatives was a luxury afforded to us through the trust that we built with the client.

Although my primary role on the project was to lead the product design team I also took care of the day-to-day client management, which culminated in the delivery of a cohesive vision for a new flagship product and positioned Arkk as one of Etch's highest spending clients.

For:Sight gained industry recognition winning 2019's Taxation Awards for Digital Innovation.



# EQ Privacy

Equiniti are a major UK financial services solutions provider working with 70 of the FTSE-100.

Whilst at Etch I led multiple projects with EQ including the creation of a new Privacy Hub. With the introduction of GDPR we were looking to leverage the opportunity to reinforce trust as well as provide information and contact points for customers with queries or concerns about their data privacy.

**How does GDPR effect me?**

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**YOU MIGHT ALSO BE INTERESTED IN...**

**Product privacy policy title**

[Download PDF](#)

**Introduction and definitions**

The information we collect

Using your information

Storing your information

Sharing your information

Managing your information

Access & right to be forgotten

Contact information

**THE INFORMATION WE COLLECT**

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**HOW WE USE YOUR INFORMATION**

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**HOW WE STORE YOUR INFORMATION**

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**MANAGING YOUR PERSONAL INFORMATION**

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**DATA ACCESS AND YOUR RIGHT TO BE FORGOTTEN**

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With the aid of a content designer we underwent UX workshops with key EQ stakeholders to outline customer types, content needs and site structure.

Working within the existing Equiniti visual language we produced a website experience, EQ Privacy, that then underwent a series of user testing phases to help ensure that it successfully met its objectives.

**YOUR PRIVACY AT EQUINITI**

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[Find out more >](#)

**FREQUENTLY ASKED QUESTIONS**

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[Get answers >](#)

**REQUEST INFORMATION OR REPORT A VIOLATION**

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[Raise an issue >](#)

**SHAREHOLDERS**

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[Get contact information >](#)

**PENSION MEMBERSHIPS**

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[Get contact information >](#)

**EMPLOYEE SCHEMES PARTICIPATION**

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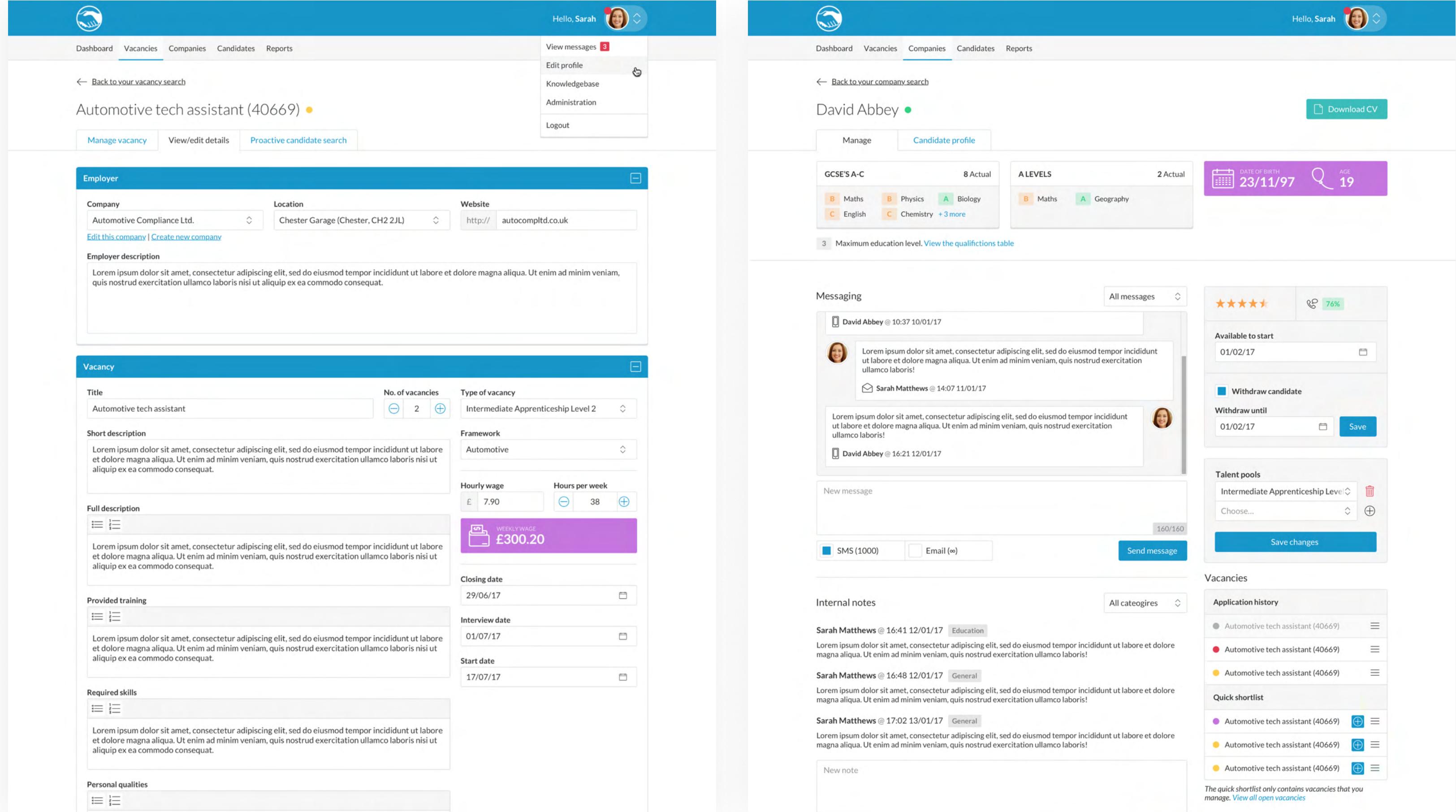
[Get contact information >](#)

Although the initial use-case was primarily around GDPR the microsite was so successful in its aims that it has now been expanded to cover all aspects of EQ privacy policy.

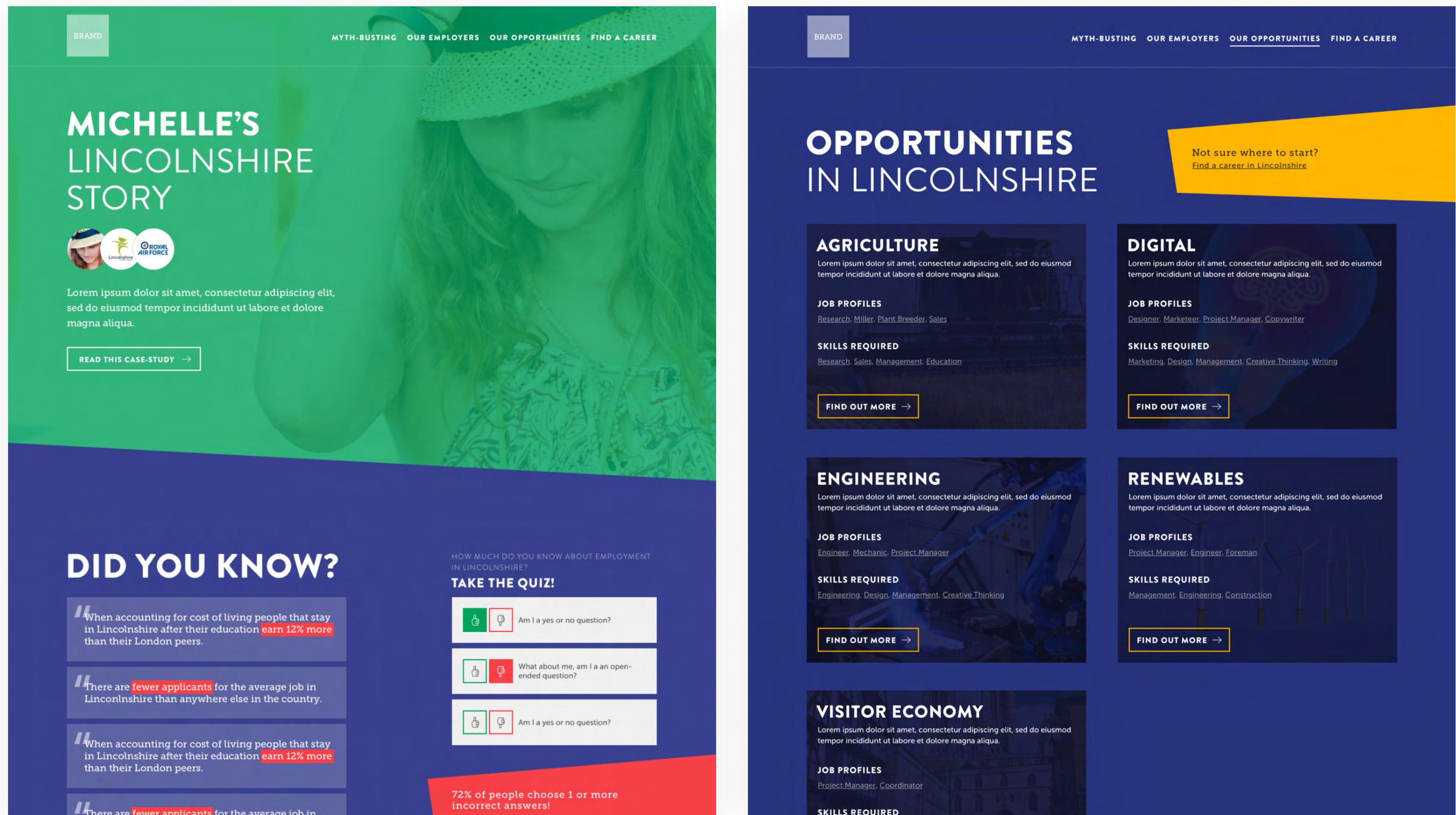
# Providers Online

GMFJ provide services that help match apprenticeships with candidates, reaching a 1 million shortlisted candidates milestone with the help of the revamped Providers Online portal, which is used by clients and in-house representatives for discovering, shortlisting and selecting candidates, as well as managing vacancies.

Following a round of user interviews on the existing Providers Online platform I helped GMFJ develop a vastly improved portal experience. I helped to create new architecture, consulted on key workflows and produced a new design system for their digital material based on their existing design language.



Recruiters had very specific requirements and very clear problems with the existing system and so I was able to introduce a lot of tangible improvements that significantly decreased candidate shortlisting time.



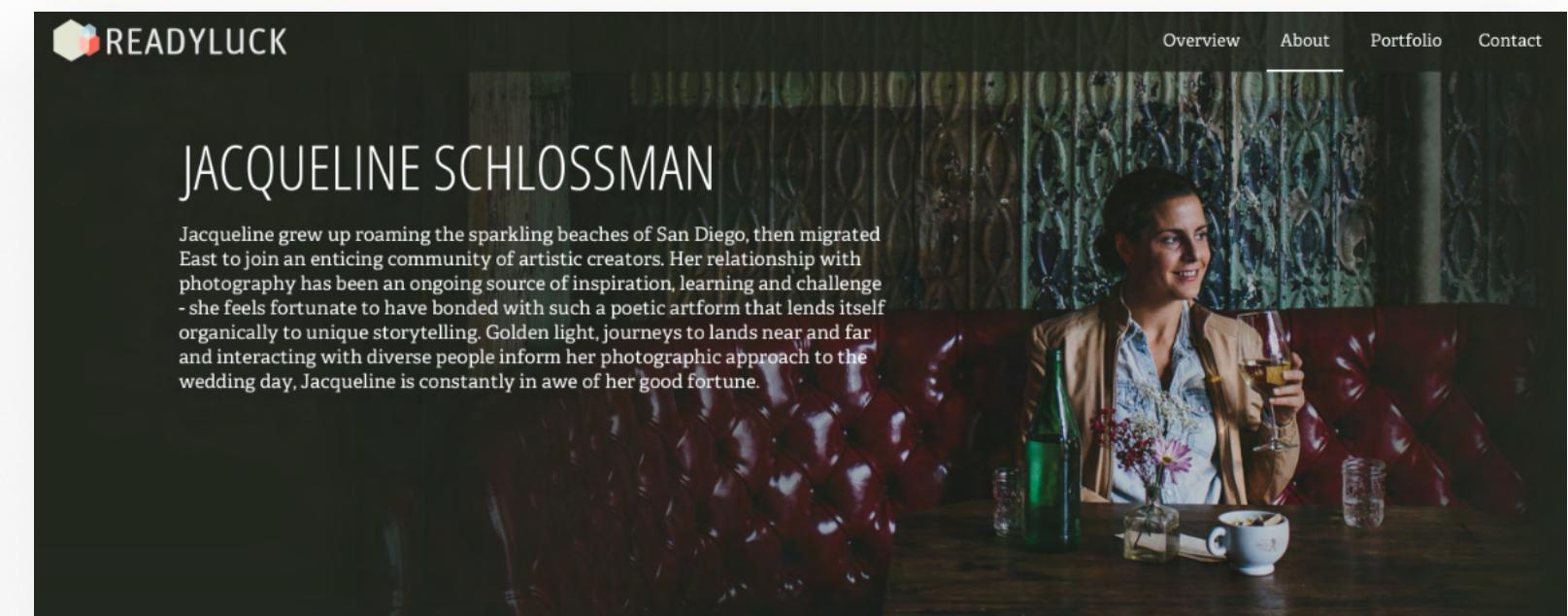
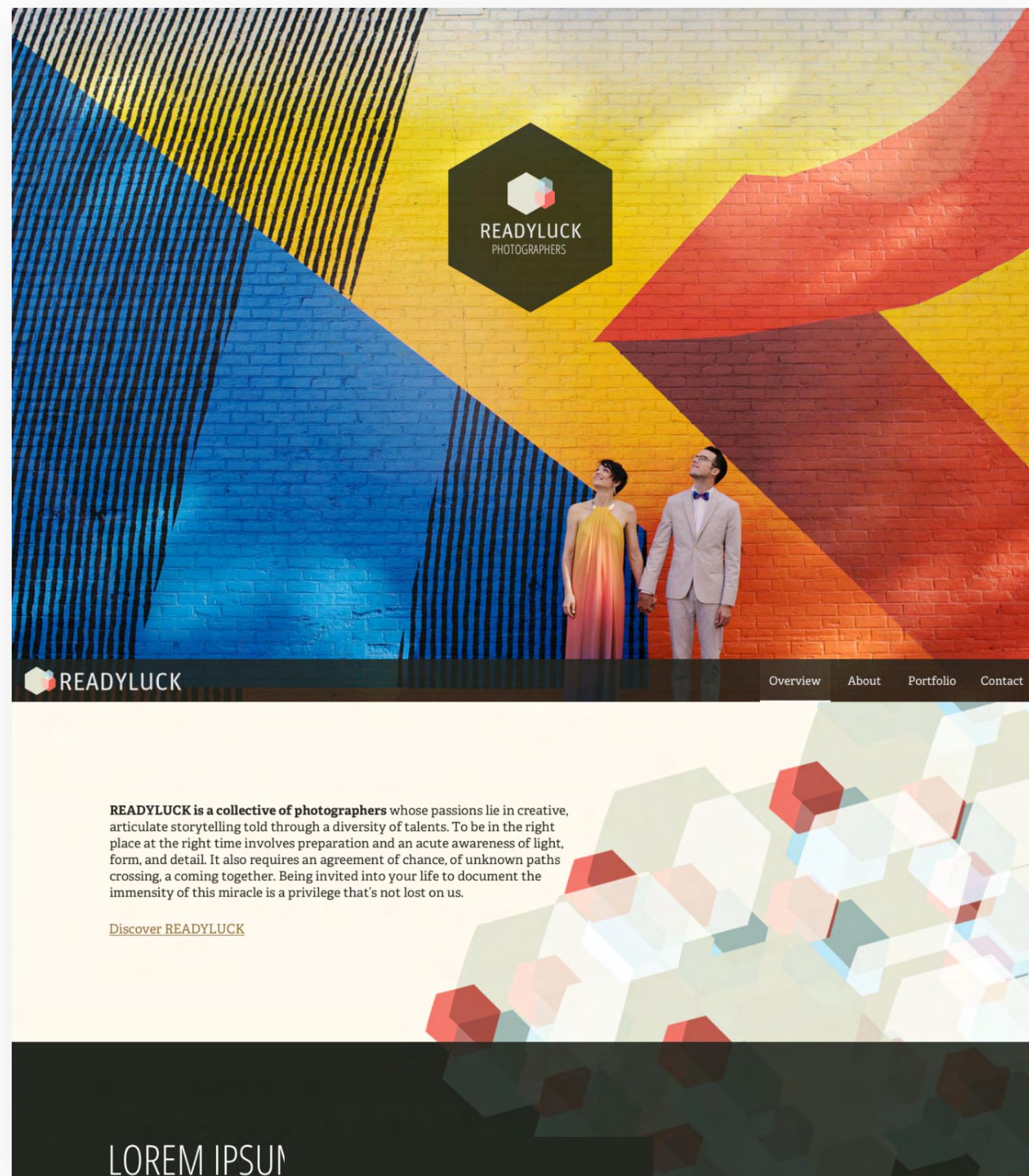
In addition to the Providers Online product I also helped to create a white-label front-end experience that targets candidates as part of a conversion funnel for GMFJ services.



# READYLUCK

READYLUCK are a high-end, award-winning New-York based wedding photography collective run by Edward Winter. Their proposition site acts as a shopfront, portfolio and journal for the photographers and is a critical sales funnel for their successful business.

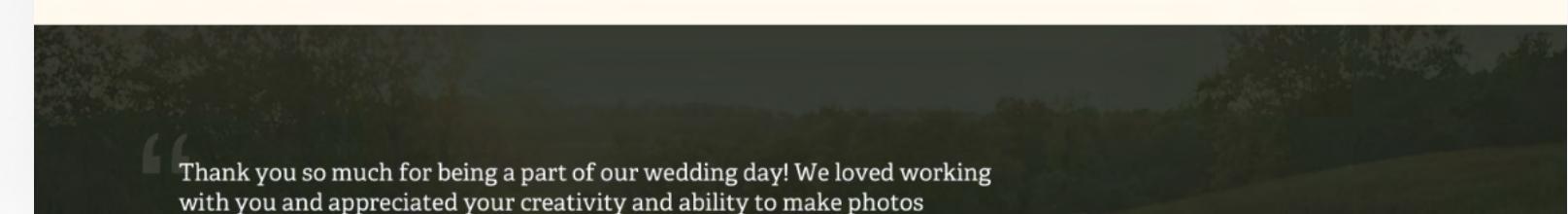
Having built a strong relationship with Eddie and Shane supporting an earlier iteration of their website I was chosen to provide a complete overhaul - a daunting task for such a widely recognised and respected creative outfit.



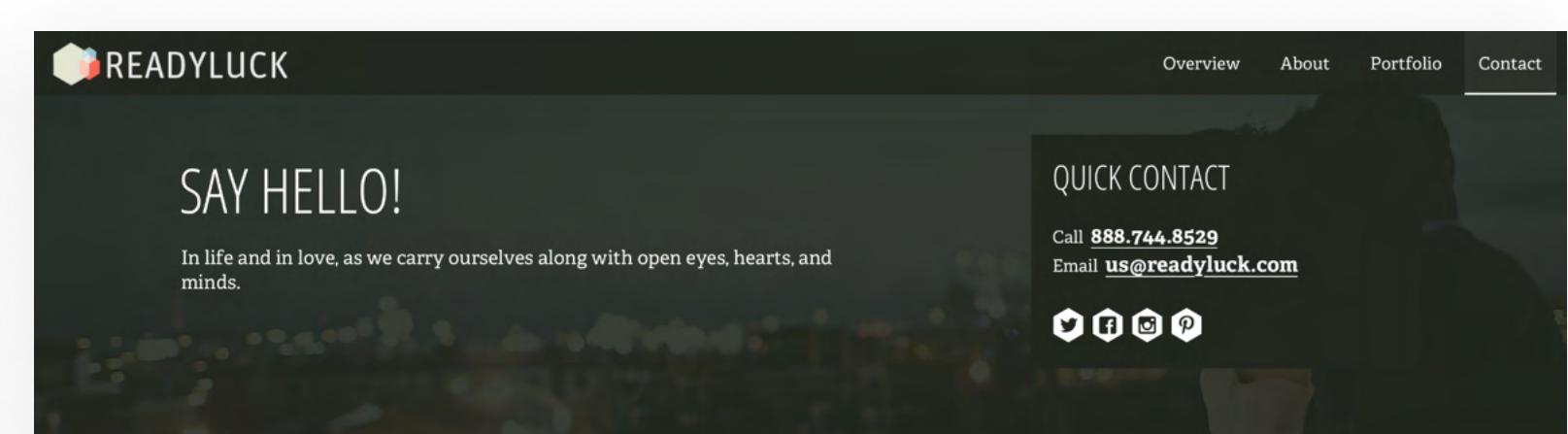
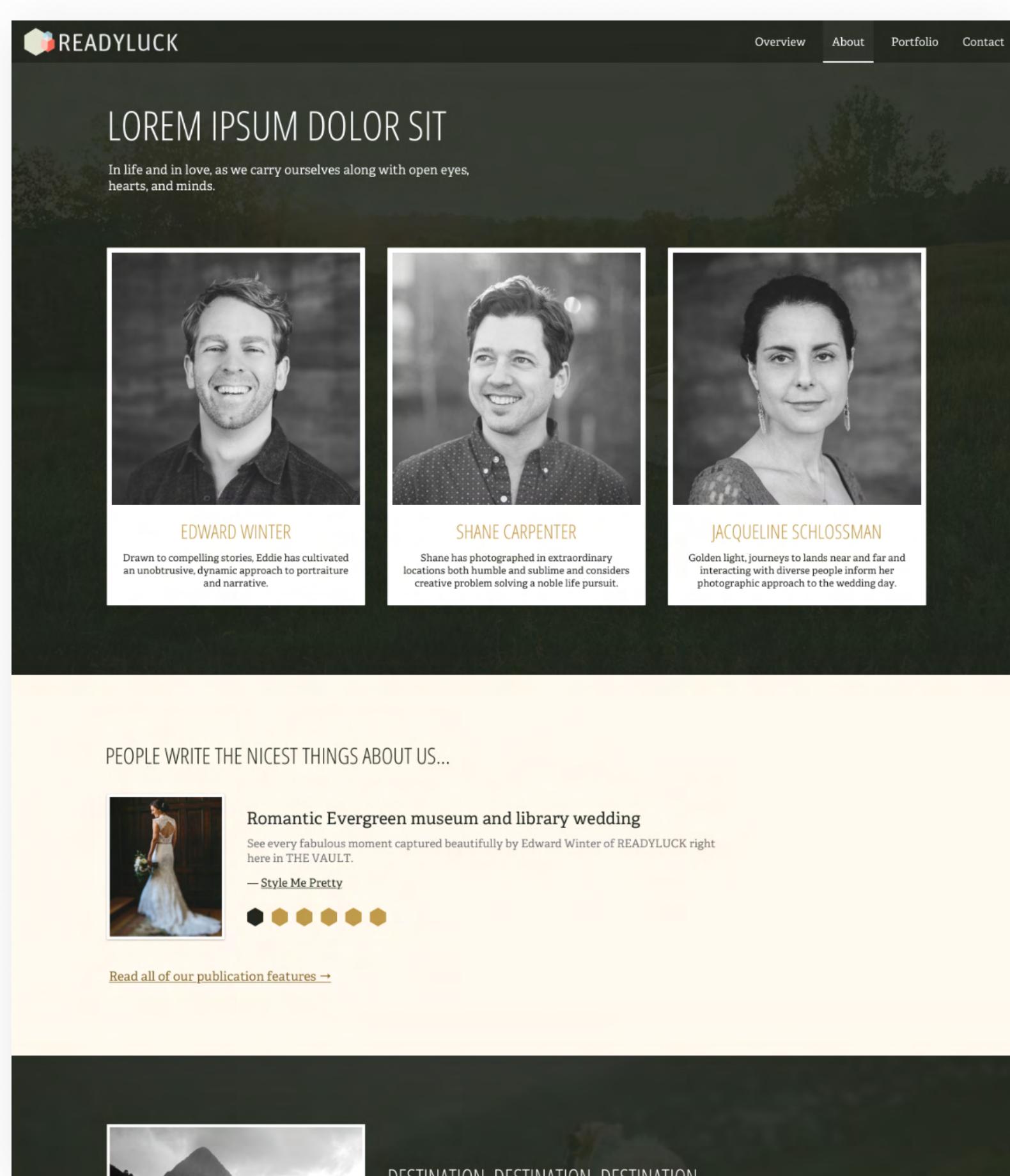
## JACQUELINE'S SELECTS



[View all of Jacqueline's READYLUCK portfolio →](#)



I worked very closely with the READYLUCK photographers to craft their vision - enhancing and re-imagining existing brand material and creating a new comprehensive design language.



## REQUEST A QUOTE

In life and in love, as we carry ourselves along with open eyes, hearts, and minds.

### You and your fiancé

Your first name  Your last name

Fiancé's first name  Fiancé's last name

Your email address  Your telephone number

I would rather be contacted by...

Email  Telephone

### Your wedding

The date

Tell us about your wedding

Location or venue

Number of guests

### Your photographer

Photography budget

Who do you want this request to go to? You can choose as many as you like

In addition to the design work I also provided development services - creating a bespoke backend using the Symphony CMS framework that made managing content and issuing updates a breeze.

# Thank you!

I look forward to answering any questions you have and discussing your needs in more detail.

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 A professional that is great at his craft and pleasant to work with. You want your designer to strike a fine balance between supporting your ideas and leading you through good design principles and experience. Nathan manages it well, willing to listen while not letting you waste time on a bad idea.

Roi Lustik Cohen, CTO @ Arkk