

Nathan Hornby

Hi, I'm Nate. I currently lead the Product Design team at Tax Systems, helping to transform an established, industry-leading desktop product into a collaborative, dynamic cloud platform.

With experience launching my own product, working agency-side, in-house and as a contractor I have a diverse product design career that covers many industries, project types and methodologies.

I've had the pleasure of working with some very talented design and development teams, in both a lead and management capacity; mentoring designers that have gone on to have exciting careers. I'm also a skilled practitioner with a broad digital product skill-set that can carry a project from discovery to delivery, and continually improve a product through research and customer validation.

Outside of work I'm passionate about making music and art and enjoy hands-on hobbies that provide a counterbalance to my digital career.

I'm currently looking for a role that allows for mutual long-term growth, in a business that's excited about how a modern product process can empower their strategy.



Nathan has an incredible ability to understand complex problems and bring structured, well formed solutions.

Jamie Heuze, Director of Product Design @ 1Password

If you would like to explore the possibility of working together then please don't hesitate to get in touch

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Work Experience.

Tax Systems

Product Design Lead, 2020–2023

Leading an internal team of permanent and contract designers across Tax System's growing product portfolio. Responsible for all things product design, including process management, design direction, user research and contributing directly to product strategy.

Etch

Product Design Lead, 2018–2020

Leading all design resource across Etch's portfolio of FINTECH, Hospitality and Charity clients. A hands-on role responsible for recruitment, design process, project management and the collective quality of our teams output.

Contract/Freelance

UX Consultant, 2016–2018

Working with a variety of clients as a solo practitioner and as part of larger teams on Product and Proposition work in various industries including FINTECH, E-Commerce, Education and Risk Compliance.

3Degrees Agency

Partner, 2011–2016

Leading design and development in addition to overseeing recruitment and client management. Working with dozens of international and local clients across multiple industries on an array of UX and Branding projects.

Work Experience (Continued).

Ocado

UX Designer, 2010–2011

Reporting to the Head of UX and Head of Retail this was a hands-on UI and Research role that made me responsible for key onboarding journeys and catalogue UI that continues to be in use today.

Rank Interactive

Web Designer, 2009–2010

Contributing to the online experiences for Mecca Bingo, Grosvenor Casino and Blue Sq. Responsible for the demanding PPC conversion areas of the products and collaborating on various retention strategies across the portfolio.

GIMO

Web Design Lead, 2008–2009

After joining GIMO I quickly learnt how to apply my skills in cognitive psychology and behavioural design to GIMO's online gaming portfolio.

I was promoted to help manage the workflow of the design team in addition to ensuring consistency and quality across all workstreams.

Falling Pixel

Director, 2006–2008

Having won a seed grant and securing office space in Portsmouth, Falling Pixel went on to become Europe's largest 3D content marketplace, eventually selling to the industry leader, Turbo Squid, who are part of the ShutterStock group.

Education.

University of Portsmouth

BSc (HONS) Computer Animation, 2005–2008

Studying 3D Modelling, Lighting/Texturing, Traditional Animation, Motion Capture and Interaction Design.

I was also an active member of a number of social clubs and the Chairman of the Portsmouth Enterprise Society.

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I've worked with Nathan for a number of years, at all times he's been a hard worker, diligent and professional. I can 100% rely on him.

Simon Johnson, Delivery Lead @ Etch

Read more at [linkedin.com/in/nathanhornby](https://www.linkedin.com/in/nathanhornby)

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