

# Curriculum Vitae

## Personal details

Name Stuart Seddon  
Phone 07739 313 022  
Email [hello@stuseddon.co.uk](mailto:hello@stuseddon.co.uk)  
Portfolio [stuseddon.co.uk](http://stuseddon.co.uk)  
D.O.B. 24/08/78

**Introduction** As a product designer, I work closely with stakeholders to define success metrics—such as user satisfaction, adoption rates, and usability ratings—and align the product design to meet these goals.

By conducting user research, testing prototypes, and gathering real-time feedback, I continuously refine designs to optimise performance.

I collaborate with analytics and product teams to track post-launch metrics, ensuring that my work not only meets user needs but also supports business outcomes. This approach allows me to create impactful, user-centred designs that drive measurable growth and success.

**Skills** Figma – expert  
Sketch – expert  
Photoshop – expert  
Illustrator – expert  
HTML, CSS – intermediate

## Qualifications

Degree BA (hons) Graphic Design 2000-2004 (Staffordshire University).  
GCSE 8 x graded A-C. 1989-1994 (William Gee Secondary School).

## Employment

Title Product Designer (contract)  
Company British Gas, remote  
Duration December 2022 – Ongoing  
Duties Helping to build the new British Gas App for energy customers.  
Day to day work includes: organising and moderating user research sessions with users; designing prototypes in Figma and running workshops with business stakeholders.

Title	Product Designer (contract)
Company	bp, remote
Duration	June 2021 – December 2022
Duties	Helping to create a best in standard global fleet management product. Duties included: running workshops, designing prototypes and moderating user testing sessions.
Title	UX Designer (contract)
Company	British Gas, Staines
Duration	July 2019 – June 2021
Duties	I have helped to improve existing features and introduce new improvements to the customer facing British Gas website. Day to day work includes guerrilla research, user testing (in the on-site lab), facilitating workshops with stakeholders and designing prototypes in Sketch and HTML.
Title	Interaction Designer (contract)
Company	Department for Work and Pensions, London
Duration	July 2017 – Jun 2019
Duties	User interaction design within the digital DWP team helping to design and reiterate the Universal Credit service. I worked within a team of content designers, user researchers, business analysts, testers and developers. We used an Agile methodology to create products and features with the user in mind. The designs were predominately created using the GDS prototyping kit and were user tested in a lab or in a Jobcentre – then re-iterated accordingly.
Title	UX Designer (contract)
Company	Methods Digital (onsite at The Skills Funding Agency, Coventry)
Duration	April 2017 – June 2017
Duties	I worked as part of a small team which helped both The Apprenticeship Service and The National Careers Service to visualise where their departments want to be in 2020. In 12 weeks we built a relationship with key stakeholders whilst running several large and small collaborative workshops, including story mapping and business model canvas session. Our deliverables included visuals, videos, interactive presentations and a target operating model.
Title	UX Designer (contract)
Company	Ministry of Justice, London
Duration	September 2016 – April 2017
Duties	I worked closely with a content designer, user researcher and a team of developers. Together we created a series of screens for the Ministry of

Justice to help separating parents explore all their resolution options.  
Over the course of several months we liaised with charities, educational bodies and other governmental departments.  
The beta version of the tool went live in July 2017.

Title Digital Designer (contract)  
Company HeathWallace, Reading (onsite at HSBC, London)  
Duration April 2016 – September 2016  
Duties Developing journeys and designs for tablet use within HSBC UK and worldwide branches.

Title UI Designer (contract)  
Company Vodafone, Newbury  
Duration October 2015 – April 2016  
Duties Developed the new Vodafone.co.uk site (not released yet); provided visuals for the Vodafone app and helped create banners and pages for the consumer and business sides of their website.

*[Further work experience up until 2004 can be provided on request]*

**Interests** AFC Bournemouth. Running. Reading. Music.

#### **References**

Ed Santana [https://www.linkedin.com/in/edwardsantana/eoj\\_santana@yahoo.co.uk](https://www.linkedin.com/in/edwardsantana/eoj_santana@yahoo.co.uk)

Steve Wood <https://www.linkedin.com/in/stevewoodux/design@stevewoodux.com>