

25+ years of experience delivering considered, user-centred design working at the intersection of strategic thinking and hands-on craft – leading teams, shaping design direction, and translating complex business problems into intuitive digital products.

SKILLS

A hands-on senior leader

Extensive experience in leading end-to-end creation of B2B & B2C products utilising AI augmented design, and working cross-function for best results.

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Windsor, Berkshire

User advocate, design generalist

Able to understand complex UX problems, communicate at all levels, and use the right tools at the right time to add business value.

Software:

Claude, Figma, ChatGPT,

Replit, etc.

EXPERIENCE

Director of Product Design & Customer Experience

Nov '24 – Present

Macrobond is a leading financial data and analytics platform used by investment managers, banks, and economists globally. I joined as the founding member of the design function – building the practice from scratch, establishing processes, research methodology, and a customer-centred way of working across the product organisation.

MB Amplify – Led the design of Amplify, Macrobond's browser-based research workspace that turns static financial analysis into interactive, shareable intelligence. Research teams can publish live, explorable charts, expose the thinking behind their models, and track how analysis is consumed – turning one-way research delivery into a dialogue between producers and consumers.

MB Analysis – Drove a series of targeted UX improvements to Macrobond's core Analysis product, grounded in direct customer feedback. Designed a popularity rating system (0-5 stars, based on prior quarter usage) to help users quickly identify the most-used time series for any given search. Introduced chart locking to prevent charts being inadvertently altered as new series are added. Small changes, but ones that addressed the friction points customers consistently flagged.

Persona Development – Using a mix of external and internal knowledge mixed with AI deep research, I developed a grounding set of personas and segment understandings that we could use as the learning for a dedicated LLM. This meant that our Sales, Marketing, and Product teams could leverage knowledge to suit their needs in communicating with our customers.

Design Leadership – Shaped how design sits within the product function: research practice, cross-functional collaboration with product and engineering, and a customer experience approach that directly informs Macrobond's product direction.

Principle Product Designer for LSEG

Mar '23 – Nov '24

LSEG (London Stock Exchange) were undergoing significant growth after partnering with Microsoft. I was brought on board to help lead the customer experience for a suite of new analytics tools to make use of the vast amount of data the business has to allow users to get added value by utilising AI via a fast paced programme.

LSEG AI Insights – Initially using fund data and research articles, I lead a multidisciplinary (CX/UX/UI) design team in the creation of multiple iterations of an AI based tool that delivered insight to a number of customer personas. Leading the research and UX, whilst working with UI designers, we created LSEG's first foray into the AI space based in solid service design methodologies.

UX Research – Working with the feature engineering team, I created and executed a research plan with the aim of identifying internal and external customer experience friction points to design new processes, web apps, and create conversations to enable efficiencies for the data scientist, and data engineer personas.

Customer Experience Direction for NMD+

Jun '20 – Mar '23

NMD+ are a boutique specialising in green-field projects, embracing new technology, and leaning on user research alongside decades of financial services experience to deliver solutions to forward thinking questions. As Founder/Experience Design Director I was responsible for all the consultancy's design output.

First Abu Dhabi Bank (FAB) – With COP28 being hosted in UAE, FAB wanted to showcase a first-in-region, best-in-class ESG super-app to guide people new to the ESG space in awareness through to action. We created an app prototype that focussed on encouraging users to take green action through education and data awareness.

Aviva – Research undertaken by Aviva showed that people struggle to think about the future of their finances. We created a prototype that brought your present and future financial worlds together into a single space. Investments, insurances, cash, assets, and pensions alongside educational moments aimed at helping people understand what their future might hold with a drive to move products to Aviva through app feature unlock.

St.James's Place – With a want from SJP to bring customers in-house rather than at arms length with partner advisors, as part the wider rebrand strategy, we were asked to find a way to drive engagement with customers. We created a people-focussed, data gathering, chat bot connected experience. We guided people from the website through to an partner advisor to aid new customer acquisition and existing customer engagement.

Unifimoney – Brought onboard to be the product design team for this fintech startup, we set up an agile workflow working with an offshore development team that took an MVP iOS app to a multi-platform user-centred best-in-class, feature-rich app for the US market.

Leading Product Design for Travelport

Mar '19 – Mar '20

Working within the Scaled Agile Framework (SAFe) process, I worked alongside a small team of cross-skilled UX/UI designers to reinvent a suite of products for a company in digital transformation.

2020 Efficiency Suite – I was brought onboard to aid the digital transformation of a suite of products that needed a complete overhaul at both the UX and UI levels. Working within the Scaled Agile Framework (SAFe) I created redefined user journey incorporating a swath of new features as well as helping define the new Atlas design system to create the UI for the product.

2019 Developer Experience – With fresh UX coming from within the team, I crafted the UI using both the existing design system and the fledgling new Atlas system whilst continuing to help define the rules within it. This large, UI focussed, project meant a full prototype was created in Figma.