

Neil Thorne

SENIOR PRODUCT & UX DESIGNER

📞 07590 423629 ✉ hi@neilthorne.uk 🌐 neilthorne.uk



I am deeply passionate about great design and UX with a human-centered mindset. Motivated, curious, and empathetic, I excel at solving complex problems and translating user insights into impactful, accessible, and meaningful experiences. I'm a great communicator and team player with a strong sense of humility, and I love to learn, inspire, and be inspired.

My experience

Senior Product Designer

Divido Fintech - Retail Finance

April 2023 - Present

- **First full-time design hire at Divido**, working holistically across multiple product squads
- Supported leadership and multi-disciplinary teams to shape initiatives and define roadmap
- Collaborated with designers and stakeholders across the organisation to raise the quality bar and continuously improve Divido's design processes, principles, and tooling
- Evolved design concepts and user journeys from early-stage prototypes to high-fidelity mock-ups to drive innovation within our suite of whitelabelled retail finance services
- **Developed solutions for complex retail finance challenges** including the enablement of multi-lending and split-book functionality for UK and EU merchants
- **Established the company's first Design System**, enhancing coherence and scalability across products, improving design-development workflows and time-to-market efficiency
- **Designed the end-to-end experience of our 'Application Toolkit' product** which **accelerated the delivery of branded demo products by 90%** (3 weeks down to 2 days)
- **Optimised the onboarding workflow for new merchants**, resulting in an **86% faster completion rate** for setting up their core account with reduced support requests

Senior Product Designer

Code Change Ltd Fintech - Automotive

August 2021 - April 2023

Design lead for a brand new vehicle buying and financing platform for the Australian automotive industry. I spearheaded the service design and visual direction of this new product, contributing to strategic decision-making, and collaborated with a small but focussed agile delivery team.

Lead UX Designer

Aer Studios Full Service Agency - Various

February 2015 - August 2021

Progressing from mid-level to lead UX designer, I led a team of four and established our user-centred design principles whilst setting high standards of usability, accessibility, and inclusivity in our design and UX approach. I collaborated with agile delivery teams, creating and improving digital products for brands including **Dogs Trust**, **Diabetes UK**, **BBC** and more.

Senior UX Designer

Proof Digital Digital Marketing Agency - Various

March 2012 - February 2015

UX and design lead on various B2B and B2C projects for Samsung, Ricoh, Stagecoach and more. Created personas, task-models, prototypes and UI to drive and validate design decisions. Analysed user data from varied testing strategies to improve UX across all conversion funnels.

Web Designer

Dentons Digital Digital Marketing Agency - Various

2001 - 2012

Education

HND Creative Media Bath Spa University

1999-2001

NVQ Art & Graphic Design City of Bath College

1997-1999

Skills

Tools

Figma / Sketch / Adobe XD / Principle
Photoshop / Illustrator / InDesign
Invision / FigJam / Miro
Jira / DevOps / ClickUp

Design

Product Design / Service Design / UI & UX
User Research / Usability Testing
Personas / Journey Mapping / IA
Accessibility / Wireframes / Prototyping
Design Systems / Branding & Identity

Soft

Communication / Empathy / Collaboration
Problem solving / Detail orientated
Growth mindset / Motivated self-starter
Mentoring / Design leadership

My design principles

Solve real problems. Ask questions, understand the business objectives, define the audiences, identify the problem space and focus on outcomes.

Minimise user effort. To be successful, less is more. Simplicity and clarity are the two most important ingredients that embellish product design.

Take a system point of view.

Understanding relationships and taking a holistic approach ensures consistency, coherency and scalability across products.

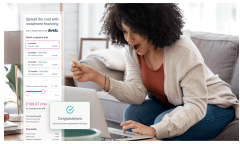
Fit and finish matter. When something looks just right, and combines pixel perfect UI, concise messaging and professional branding, we build trust.

Accessibility is not a bolt-on! Design for the diversity of your user base, meet accessibility needs and ensure an inclusive, delightful experience for all.

Keep learning. Test frequently to validate design thinking and to continually listen, learn, iterate and improve.



Impact and key results

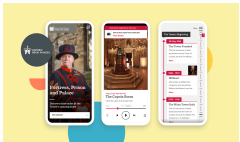


Divido

Retail Finance Platform Fintech / B2C & B2B / SaaS

The first product design hire and I have spearheaded new design initiatives and helped to solve complex retail finance challenges

- Accelerated the delivery of branded demo products by 90%



Historic Royal Palaces

Digital Visitor Guide App / B2C / Travel & Tourism

Design lead on an all-new, immersive digital guide that connects visitors with the physical space and brings the rich history to life!

- +39 NPS within the first three months of public release



Lynx

Vehicle, Insurance & Finance Platform Fintech / B2C & B2B / Automotive

UX and design lead for a service that is changing the way vehicle finance products are sold within the automotive industry in Australia.



Dogs Trust

Website Discovery Project Website / B2C / B2B / Animal Welfare

UX design and research lead for Dogs Trust's digital transformation project, blending discovery, research, testing, IA and UI/UX design.

- Helped to secure a 3 year digital transformation project



Breast Cancer Now

Breast Check Now App / B2C / EdTech & Healthcare

UX and design lead for a pioneering, habit forming app to empower individuals to recognise early signs and symptoms of breast cancer.

- Finalist in the BMA Patient Information Awards



Radioplayer

Worldwide Platform Media & Broadcasting / B2B / SaaS

UX and design lead for a commercial SaaS tool empowering global broadcasting partners to manage localised radio stations.



Diabetes & Me Learning Zone

Diabetes UK Webiste & eLearning Platform / B2C / EdTech & Healthcare

UX lead for this eLearning experience - a platform that educates and helps people with diabetes manage their condition better.

- 417% increase in engagement in first month of launch

References

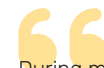
Thorsten Aguilera

Head of Client Solutions, Divido
thorsten.aguilera@divido.com

Geoff Wells

CEO, Aer Studios
geoff.wells@aerstudios.co.uk

Funny story...



During my journey to a pitch meeting at Kew Gardens, I encountered a distressed sight: an injured dog who had slipped down the banks of the River Thames. Acting instinctively, I descended the concrete bank and lifted the heavy, soggy, apprehensive Labrador back to safety, much to the relief of its owner.

Despite arriving at the pitch dirty, wet, and smelling of river water and canine musk, the satisfaction of helping outweighed any inconvenience. Although we didn't clinch the deal, I'm pretty sure I earned some extra points for my impromptu doggy rescue act!



Why hire me?

I see the big picture but understand that great brands, and great design, require a keen attention to detail

As a keen problem solver I enjoy thinking through complex product challenges and **care about solving the right problem**

I think holistically and understand the effects that small and large changes will have on the user experience

I love creating solutions that combine the needs of the customer **without losing sight of the needs of a business**

I foster a deep understanding of the entire delivery process - from **problem-solving through to measuring success**

I know that **communicating my thinking** and work is just as important as the resulting pixels.

I have expertise and experience in, and am a strong advocate of, **usability, accessibility and responsive design**

Familiarity working in a **collaborative cross-disciplinary environment**, where experimentation and testing are valued

I prefer simple solutions over the inventive - but know when a sprinkle of the latter can make all the difference

I'd love to explore the opportunity of working with you...