

Will Round

Product Designer

PORTFOLIO

willround.co.uk

CONTACT

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PROFILE

I've spent 15+ years designing digital products across live events, publishing, media and charity, from early research through to shipped, measurable outcomes. I like to work end-to-end, running usability testing and turning research into clear direction, then partnering closely with product and engineering to ship products people actually want to use. I'm as comfortable making the commercial case for a design decision as I am the UX case for it.

SKILLS

Product design

Figma, design systems, prototyping

Research & testing

Usability testing, remote and in-person (UserTesting.com, Maze), Jobs To Be Done mapping, GA4, Contentsquare

AI-assisted design & delivery

Figma Make, Claude Code

Leadership

Cross-functional delivery with product and engineering, team leadership

INTERESTS

I love to create things, whether that's writing or drawing, and I'm fascinated by design and culture more broadly, from film and art to architecture and interior design. I've also authored an award-winning Christmas cracker joke that I look forward to telling at interview.

References available upon request

EXPERIENCE

Freelance / Contract

Remote, Ongoing

- Led a site redesign for HowToTalk, a child and parent communication brand spanning books, toys and training
- Delivered further freelance design work including marketing and editorial projects for health-tech company Inuvi and the David Nott Foundation, a humanitarian organisation training frontline medical trauma surgeons

Ticketmaster, London

Feb 22 – Present

- Co-led the redesign of Ticketmaster's global Checkout & Payment experience, shaping the purchase flow used by fans across the world
- Led a small team to design the journeys behind Ticketmaster Instalments, the company's first payment instalment plan
- Led the end-to-end redesign of the Extras Landing Page and My Account extras purchase experience, consolidating a fragmented journey into a single, cohesive flow

OneYearNoBeer, London

Sep 20 – Feb 22

Led product design across the full process, from user interviews and prototyping through to UI design and testing.

British Heart Foundation, London

Jul 17 – Sep 20

- Directed a complete redesign of bhf.org.uk with one other designer, covering research, personas, wireframes, a brand refresh and usability testing
- Led a team of five designers on a broader portfolio of projects across the site

Racing Post, London

Jan 12 – Jun 17

- Contributed to a complete redesign of racingpost.com as part of the design team, from wireframes and prototyping through to a new design system and go-live promotion
- Worked as part of the team designing Racing Post's phone app and the Daily Edition tablet app, bringing the product to mobile and tablet

BBC, London

Nov 10 – Nov 11

Created layouts, interactivity, illustration and animation across BBC Weather, Audio and Music, iPlayer and World Service, within the BBC's User Experience and Design trainee scheme.

EDUCATION

Maven

Jun 25

UX & Design in an AI World

Nielsen Norman Group

Mar 17

'Basic' & 'Mobile' UX Training

Northumbria University

Sep 07 – Jun 10

BA (Hons) with first class honours in Multimedia Design