Jack Johnson

Senior Product Designer · Gateshead, UK · Remote / hybrid
+44 7927 477219 · hello@jackjohnson.fyi · www.jackjohnson.fyi · Linkedin.com/in/jack-johnson-758879113/

Summary

Product designer with 8 years across enterprise SaaS, energy, finance and retail. I work best on complex, regulated journeys where clarity matters more than polish, and I prototype in code and with Claude to test ideas before they reach engineering.

Experience

Enigma Interactive, Newcastle - *Lead UX Designer* April 2025 - Present

Digital agency building websites and platforms.

- Led 0-1 design of National Grid's Priority Services Register eligibility checker, built to Ofgem guidance for vulnerable customers. 2,507 uses in week one.
- Redesigned the Power Cuts homepage (2.2M+ visitors a year) to improve Ofgem customer satisfaction scores. Built within legacy CMS and a mid rollout brand update. Withstood storm Austen and Boelo.
- Improved the UX of National Grid's power cut reporting form (100,000+ reports a year), and tested it with the public in person, saving 30 seconds per report (over 800 hours a year).
- Mentor designers and review team output across all UX projects.

Appointedd, Edinburgh/Remote - *Senior Product Designer* July 2024 - February 2025

Enterprise booking SaaS used in 167 countries by brands including LEGO, M&S and Victoria's Secret.

- Led 0-1 design of event ticketing and QR check-in, from client interviews to launch. Adopted by 37% of target event clients in month one, including Harrods and Charlotte Tilbury.
- Fixed right-to-left language support for Sephora's Middle East stores.
- Led the platform visual refresh.

Oak Engage, Newcastle/Remote - *Lead Product Designer* January 2020 - June 2024

Award-winning intranet SaaS used by 600,000+ people. Promoted to Lead in 2022.

- Helped redesign the news centre to win NatWest (85,000 employees). Their intranet went on to win Best Intranet at the IoIC Awards 2022.
- Led design of a gamified applet for Aldi. 268,000 plays in 3 days.
- Improved UX across the employee app and admin tools, contributing to a ClearBox Intranet Choice award in 2024.
- Built and mentored a design team of 3.

Komodo Digital, Newcastle - *Digital Designer* January 2017 - December 2019

Digital agency building websites and platforms.

- Designed a student support site for Northumbria University, working with Northumbria Police and charities.
- Designed a careers platform for the College of Policing, scoping requirements with senior officers.

Education

BA Interactive Media Design, First Class Honours, Northumbria University (2017)

Building

Posy: A 3D pixel art browser based garden game. Still in progress and built using Cloudflare, Claude and Stripe.

3D house model: A model of my 1940s house (Three.js) that maps our homebuyers survey onto the house. Private email code login protects the data. X-ray view, shared neighbour boundaries and to-do lists.

Skills

Product: end-to-end ownership, discovery, usability and comprehension testing, success metrics, regulated journeys
AI: Claude (prototyping, research synthesis, API builds)
Tools: Figma, Lyssna, Mixpanel, Notion, HTML/CSS/JS, GitHub, Supabase