

Alistair Hughes

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Profile

Product Designer with 6+ years' experience leading strategic UX across complex systems. Proven track record of shaping product direction, improving end-to-end journeys, and delivering measurable business impact. Experienced in mentoring designers and partnering with product and engineering to deliver scalable, high-quality products.

Professional Summary

- Proven track record delivering high-impact UX across B2C and B2B products, with a focus on complex, transactional and data heavy systems
- Extensive experience collaborating across cross-functional teams of all sizes, from fast-paced startups to large, multi-team organisations
- Skilled in simplifying complex processes into intuitive, scalable user experiences aligned with both user and business needs
- Demonstrated success driving measurable outcomes through improved workflows, usability, and product performance
- Experienced in designing AI-enabled experiences, working with LLMs to integrate intelligent features that streamline workflows

Experience

Senior Product Designer

Waggel | Nov 2023 - Present

Led strategic design initiatives across core product areas, influencing product direction and aligning UX with business and operational goals.

- Owned end-to-end design for a complex claims platform, defining user journeys, workflows, and interaction models from discovery through to delivery resulting in a 15% increase in processing efficiency and eliminated in claim leakage
- Partnered closely with PM, QA, Marketing and Engineering leadership to shape roadmap priorities and ensure design solutions aligned with technical and commercial objectives
- Defined and implemented scalable design principles and patterns to ensure consistency and efficiency across the product ecosystem
- Aligned cross-functional teams around a shared UX vision, improving consistency and decision-making across product areas
- Mentored and developed two product designers, progressing them from junior to mid-weight while introducing team protocols that improved workflows and raised overall design quality

UX Designer

Debenhams Group | Nov 2021 - Nov 2023

Led across web & app experiences within large cross-functional teams, leading high-impact initiatives, experimentation, large-scale redesigns while working closely with stakeholders.

- Led checkout redesigns across Boohoo, boohooMAN, Karen Millen, and Nasty Gal resulting in a 17% decrease in drop-off overall
- Led UX and contributed significantly to the research and UI design for the site re-design of boohooMAN.
- Led the design for introducing split shipping across all brands within the group decreasing overall shipping costs by 28%
- Led a design team migrating and improving a buyer application onto a new platform
- Led the design and implementation of AI-powered virtual try-on features across multiple brands

Digital Design Consultant

Alistair Hughes Designs | Oct 2018 - Feb 2023

Founded and led a UX-driven consultancy agency delivering measurable commercial outcomes for multi-million-pound brands.

- Delivered an average ROI of 235% across retained client engagements
- Built long-term partnerships with large marketing agencies (12+ months)
- Set design direction, systems, and standards while upskilling in-house design teams
- Oversaw the full product lifecycle, ensuring successful and scalable releases

UX/UI Designer

Lead Pronto/Genies | Aug 2020 - Nov 2021

Principal Designer at a lead generation marketing agency, leading A/B testing and site creation while establishing design systems and scalable ways of working across internal teams.

- Increased a client's revenue by 15% through a multi-faceted digital marketing campaign.
- Reduced campaign release time by 50% by up-skilling team members in design, analytics, and CRO methodologies.
- Conducted A/B testing initiatives driven by data analytics and research to enhance user experience, averaging a 12% increase on successful test
- Designed bespoke websites and executed successful advertising campaigns.

Education

BA Graphic Communication and Typography, High 2:1

University of Reading | 2016-2019

Level 3 IT and Networking BTEC, Triple Distinction Star

Coleg Cambria | 2014-2016

Recent Courses

The Complete JavaScript Course 2025: From Zero to Expert!

Udemy, Jonas Schmedtmann

Accessibility: How to design for all

Interaction design foundation

How to Design for Accessibility: for UX Designers (WCAG 2.2)

Udemy

Technology/Skills

Design

Figma | Sketch | Adobe XD | Adobe Suite | Invision | Zeplin | Figma make

Research

Content Square | GA6 | Fullstory | A/B Tasty | Configcat

Collaboration

Notion | Confluence | Monday.com | Trello | Miro

Technical

HTML | CSS | Javascript | React | Tailwind | Cursor | Gemini code | Github