# Jeff King

**Lead Product Designer**  •  jeff@jeffking.co.uk
**Barcelona, Spain**

I'm a lead product designer specialising in native app and website design and product visions. Having worked in agencies, small startups and well established global tech companies I believe I have an array of knowledge, passion and a decent sense of humour that I can bring to any product team and project. I love taking on a challenge and I always aspire to create solutions that both benefit the end users experience and the company's bottom line.

When I'm not designing you'll most likely to find me cooking, travelling, DJing or snowboarding.

## Experience

**Senior Staff Product Designer**
**Deliveroo**
London, UK
October 2019 - September 2023

I spearheaded the design and collaboration of several company-wide product visions, working closely with the C-suite and product teams to ensure the work was aligned to the business and user needs.

For several years, I served as a key member of the Central design team, responsible for maintaining design coherence and excellence across Deliveroo's three primary experiences – Consumer, Restaurant, and Rider – in a dozen countries.

More recently I had the role of Lead Designer in the Restaurant team. I oversaw a team of nine designers to ensure the meticulous execution of design and product strategies, whilst collaborating closely with leads in the product teams. I played an active role in fostering team harmony and mentoring designer's progression within their roles.

**Lead Product Designer**
**Typeform**
Barcelona, Spain (Remote)
Nov 2018 - April 2019

Working with the Barcelona-based startup, I ideated, defined, and executed their product vision, serving as a north star for clarity and guidance.

**Lead Product Designer & Team Lead**
**Thread**
London, UK
Jul 2018 - Nov 2018 & May 2019 - October 2019

I worked with the talented menswear startup Thread to design, create and ship their first iOS app which provided significantly improved sales any dramatically increased their retention rate.

## Education

**University of Wales Institute Cardiff**
**BA Hons Graphic Communication**
2005 - 2008

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## Awards

**The Best Apps of 2013**
**Google Play Store - Australia**
Dec 2013

Aussie Rules Live for Android won one of "The Best Apps of 2013" award in the Australian Play Store.

## Skills

User Interface Design
User Experience Design
Native App design
Responsive Web design
Prototyping
Wireframing
Information Architecture
User Research
User Testing
Animation
Interviewing candidates
Workshop facilitation
Mentoring
Stakeholder management

## Software

Figma
Figjam
Sketch
Adobe Suite
Principle
Framer
Slack
Jira
Trello
Notion
UserTesting.com
+ many more not listed

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## Experience

**Senior Product Designer**
**Farfetch**
London, UK
Nov 2017 - Jul 2018

I lead the design side of a product vision piece to push Farfetch's digital aspirations and was showcased internally to the whole company whilst also working in the core app team.

**Lead Product Designer**
**Hive**
London, UK
Apr 2017 - Oct 2017

I was brought into Hive to help the UX design team implement design consistency across their apps by embedding their first design system.

**Senior Product Designer**
**Shazam**
London, UK
Dec 2014 - Jan 2017

While at Shazam I was responsible for designing the user experience to 300 million active users for the globally known app.

During my time here I designed multiple new sections of the app as well as lead the redesign of the whole app from the ground up - a design that still stands live today.

**Senior UX & UI Designer**
**City Index** — Financial Trading platforms
London, UK
Mar 2014 - Dec 2014

**Lead Designer**
**Sportsmate Mobile** — Live sports startup
Melbourne, Australia
Mar 2012 - Feb 2014

**UX & UI Designer**
**Mubaloo** — App agency
Bristol, UK
Apr 2010 - Mar 2012

**Junior Designer**
**Futura** — App agency
Bath, UK
Jun 2008 - Jan 2010

## Contact me

jeff@jeffking.co.uk
07870 459 927
www.jeffking.co.uk
linkedin.com/in/jeffkingdesign