

JOE RUSSELL-FURLONG

Lead Product Designer

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TOOLS

Figma
Figma Make
FigJam / Mural/ Miro
Adobe CC Suite
User Zoom
Logic Pro

I'm a London-based Lead Product Designer with over seven years' experience translating complex requirements into simple, innovative, user-centred solutions that deliver business value. I lead and grow teams on fast-moving projects, supporting them through complexity and towards success.

EXPERIENCE

EY Studio+ - Lead Product Designer - January 2022 - Present

- Lead designer, managing and mentoring multiple designers to deliver meaningful, user-centred experiences for multinational clients
- Led design on a new blockchain-enabled digital asset capability, spanning customer and internal experiences, supporting the phased rollout of tokenised deposits, digital assets, and workflows for a top-5 UK bank
- Key contributor to a top-5 UK bank's digital transformation, improving customer journeys, digital adoption, self-service, and resolution of card, transaction, and account issues
- Led design on an enterprise AI data management tool, managing a team to deliver tactical improvements and implement AI-powered solutions for better visibility and consistency of business data

SKILLS

Design strategy
Interaction design
Visual design
Coaching & mentoring
User research & synthesis
Usability testing
Workshop design & facilitation
Agile & lean product delivery
Music production

Deutsche Bank - UX Designer - March 2019 - January 22

- Multi-disciplinary design role across the banks client lifecycle management application, collaborating with stakeholders and users across Europe, APAC, and the Americas
- Led design for core user personas to navigate complex KYC workflows efficiently under regulatory pressure
- Co-led large-scale user research to identify regional process and performance variances
- Organised and facilitated user testing studies with clickable prototypes
- Defined visual style and responsive layouts for the project, contributing to the bank-wide design system
- Led a web accessibility task force to embed accessibility practices across the division

Direct Line Group - Insurance Process Consultant - May 2015 - March 2019

Aviva - Corporate Speciality Risk - May 2011- February 2015

The Vitamin Garden - Web Designer - August 2011 - October 2014

EDUCATION

University Of East Anglia - BSC Business Management

UX & Web Design Master Course: Strategy, Design and Development
(Udemy online course)