

JAMIE TIDD

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Senior UX/UI Designer with 5 years of experience designing AI, SaaS and insurance products. Experienced in partnering with cross-functional teams to translate user and business requirements into intuitive, scalable digital experiences. Passionate about solving meaningful user problems through research, systems thinking and iterative design to improve usability, drive business outcomes and deliver measurable value.

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer

March 2026 - July 2026 | Luminance AI | London, UK

- Designed enterprise AI experiences that simplified complex legal workflows across contract review and negotiation.
- Partnered with product managers, engineers and legal experts to translate specialist domain knowledge into intuitive, user-centred solutions.
- Drove discovery, interaction design and high-fidelity prototyping, balancing user needs, business objectives and technical constraints to deliver production-ready designs.

UX/UI Designer

September 2023 - March 2026 | Zurich Insurance - Cover-More | London, UK

- Led the integration of accessibility and customer experience (CX) across products, embedding WCAG 2.2 AA standards into design and contributing to increased customer acquisition.
- Led end-to-end UX/UI design across holiday and pet insurance products, delivering intuitive, accessible experiences through user-centred design and cross-functional collaboration.
- Conducted usability research and established continuous user feedback loops, driving iterative improvements that increased conversion rates by **47%** and user retention by **52%**.

Contract & Freelance UX/UI Designer

Jan 2023 - Sept 2023 | Instem | London, UK

- Delivered end-to-end UX/UI design across multiple client projects, specialising in user research, information architecture and intuitive digital experiences.
- Contracted by Instem to redesign Submit Suite & SEND Solutions, driving an **88%+ increase in user engagement** and improving task success rates to **96%**.

UX/UI Designer

June 2021 - January 2023 | GAT Labs | Dublin, Ireland

- Led the design and delivery of GAT Flow and the redesign of GAT+, improving the usability of complex enterprise software.
- Created intuitive wireframes and interactive prototypes to simplify complex workflows and enhance the overall user experience across multiple digital products.
- Conducted user and competitor research, usability testing and journey mapping to inform product decisions and improve task completion across key user journeys.

Skills - Product Design | UX/UI Design | User Research | Usability Testing | Information Architecture | Interaction Design | Design Systems | Accessibility (WCAG 2.2 AA) Figma | HTML | CSS | JavaScript

EDUCATION

BSc Computer Science & Software Engineering | Maynooth University, Ireland

UX Design Professional Certificate | Google

Accessibility: How to Design for All | Interaction Design Foundation (**Top 10% of course takers globally**)