

VICKY FOX

Product Design Lead (UI & UX)

- 11+ years experience in UI Design
- 9+ years experience in end-to-end Product Design
- 2+ years experience in Design Leadership (cumulative across different positions)
- Web & mobile design (Android & iOS)
- Design systems
- Data-informed design
- Discovery workshops

+44 (0)790 345 9906
vickyloufox@gmail.com
vickyloufox.com

I am a Product Design Lead with 11+ years experience working in house mainly in startups and scaleups. I have worked for some of the world’s most innovative companies such as [Bloom & Wild](#) and [On Deck](#).

Fast-paced and chaotic doesn’t phase me, in fact it’s the environment in which I find the most creative and impactful opportunities. I excel in environments where I can lead both design and people. I believe in light touch but considered process as way to align people and clarify thinking.

...bored of CV’s? Check out my alternative [CV in FigJam](#)

Employment History

Fashion eCommerce, 2013 – 2016

Working in fashion was fun and creative which really suited me as an art college graduate.

- **ASOS, DIGITAL DESIGNER** | May 2013 – Dec 2014
Web, iOS & Android
- **LYLE & SCOTT, SENIOR DIGITAL DESIGNER** | Dec 2014 – Dec 2015
Web
- **MR PORTER, LEAD INTERACTION DESIGNER** | Dec 2015 – March 2016
Web, iOS & Android

Bloom & Wild, 2016 – 2018

This was my introduction to the world of startups and I got lucky – I was the first permanent product designer for one of the UK’s most successful startups during a time of incredibly fast growth. I worked hard and I learnt a lot!

- **PRODUCT DESIGN LEAD** | May 2013 – March 2016
 - Web, iOS & Android
 - Working very closely with data, product, and the CEO I established an agile, collaborative and user centred design process
 - Lead and mentored a team of two other designers
 - Responsible for UX & UI of 2 apps (Android and iOS) and 3 websites (UK, FR, DE)
 - Set up and ran a user testing programme including remote, in-house & A/B testing.

Freelancing, 2019 – 2020

This period really broadened my portfolio to other industries – notably B2B and Healthtech. I explored sensitive user needs around intimate health issues at Numan and Parla; explored creative processes for questionnaire creation at Attest; and dipped into the complex world of logistics innovation at Rainmaking.

- **RAINMAKING INNOVATION, PRODUCT DESIGNER** | Feb 2018 – June 2018
Logistics, Web
- **ATTEST, PRODUCT DESIGN LEAD** | July 2018 – December 2018
B2B Consumer research, Web
- **NUMAN, PRODUCT DESIGNER** | March 2019 – May 2019
Mens health startup, Web
- **PARLA, PRODUCT DESIGNER** | June 2019 – April 2020
Femtech startup, Web & iOS

On Deck, 2021 – 2022

Some of the most talented people i’ve met, all in the same company! I was part of, and went on to lead a team of 5 designers for this startup community platform. User problems were complex, varied, and non-linear.

- **LEAD PRODUCT DESIGNER** | May 2021 – April 2022
 - Lead cross-functional project teams as both lead designer and project owner
 - Taking projects from 0-1, 1-2, and 2-3
 - User research sourcing, interviewing and analysis
- **PRODUCT DESIGN MANAGER** | April 2022 – August 2022
 - Leading the design team I managed 5 globally distributed designers
 - Designed and implemented the interview process, building the team from 2 to 5
 - Created and implemented a career ladder and progression framework
 - Goal setting towards performance reviews
 - Figma workflow and organisation streamlined
 - Lead workshops to design and iterate on key processes and standards such as design briefs, UI copywriting guidelines, discovery frameworks
 - Set up user research process and tagging taxonomy in Dovetail to increase visibility and utility of insights from user research

Education & Courses

MA Communication Design, Distinction, Ravensbourne College of Art & Design
BA Art & Design, 2:1, Central St Martins College of Art & Design
On Deck Design Fellowship: Design Management, On Deck
[Product Psychology Masterclass](#), Growth.design
[Figma Academy](#), Figma

Recommendations

“ I am grateful to cross paths with Vicky during her time at On Deck. Seeing her thought process, curiosity, and empathy (both for the people around and the user) was inspiring.

During a year and a half, I see her grow and successfully transition from the IC role to Management. She managed and mentored me and has contributed significantly to my growth as a product designer by asking me hard questions, providing guidance, and encouraging me out of my comfort zone. “

– YANEL BOTTINI | Lead Product Designer, On Deck

“ To be brief... I loved working with Vicky. She asks the right questions up front (the type of questions you think to yourself "that's such a good question, why can't I think of those"). It's those questions that ensures she knows exactly the problem she is looking to solve and ultimately, why Vicky comes up with such amazing designs.

– ADAM FRANCIS | Head of Engineering, SteadyPay