

# VANESSA KIRBY

Director UX Design & Product Operations

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## IN A NUTSHELL:

I improve online performance for businesses I work with, contributing to our **strategic** direction and **digital transformation**. Creating and leading teams, leaving them in stronger positions than before I started, with a **user-centred** focus across the organisation.

I've worked in house at big hitters such as **Argos, Marks & Spencer, LexisNexis, BTFG** and I have international **in-country experience** across Asia, Australia, USA & Europe. I have **consultancy/** agency experience from SapientNitro, Avande and **startups/growth** companies.

I bring a wealth of product experience and excel at forging strong relationships across the business. By understanding their agendas and bringing the customer into the room, I specialise in robust roadmaps that deliver award winning digital products and services. I also bring exceptional cat herding skills.

## SKILLS

- Exec-Level Advisory, Strategic Roadmapping
- Agile Product, UX & Service Design Leadership
- Organisational partnerships for effective strategic planning and OKR outcomes
- Integration of AI - from improving processes to design integration.
- Digital Transformation
- Organisational Growth
- Department management, mentorship and growth frameworks for individuals and teams
- Effective Design libraries, UX operations and delivery processes
- Research, monitoring, data analysis, insights and actionable solutions
- Agile processes, implementation and evolution
- UX, UCD and UXR centre of excellence advisory
- SaaS, B2B, B2C, Mobile, Service Design

current

**SeedLegals – Director of UX Design & Product Operations** London | LegalTech / Startup

Apr 2022 – Present

Leading Product and UX teams across LegalTech SaaS platforms. Highlights include:

- 15% YoY revenue increase via new product launches
- New market launches (big bets) & GTM strategies in:
  - Founder app into USA
  - Investor app - deal flow to portfolio management.
- AI integration initiatives to enhance operational efficiency and reduce support costs
- Cross-functional process improvement cemented in OKR/KPI definitions

**Modern Human – Director of Service Design (Consulting)** | Freelance (mat leave cover)

May 2021 – Apr 2022

Led service design practice, delivering strategic vision and innovation to clients including global retailers and edtech leaders.

**Marks & Spencer – Head of Experience Design** | Retail | Team of 26+

Oct 2017 – Jul 2020

UX omnichannel uplift and evolution. In addition to core business OKR achievements, key standouts:

- +16% furniture conversion (~£3m annual lift)
- Sparks loyalty revamp: +1M app downloads, +8% NPS
- CFTO redesign: +300–450% YoY growth

**Argos – Head of UX** | Retail | Team of 26+

Aug 2015 – Oct 2017

Instrumental in Argos' digital-first shift Increasing revenues and footfall (Rev £4.25bn) - hitting not only the stretch target of £250m but also shifting from 30% to 66% online business by:

- Full funnel redesign of entire selling journey HP, DLP, PLP, PDP & Checkout plus Taxonomy
- Finance integration across selling journey
- Home page improvements that increased scroll, dwell time & conversions

**BT Financial Group – Head of UX (Sydney)** | Investment Bank | Team of 30+

Jan 2013 – Jul 2015

Digital transformation of wealth platform; introduced Agile, design systems, and experience-led strategy. Highlights include:

- Reduced time to market as the business sponsor tasked with initiating and championing Agile
- Introduced Design Led thinking into a large, traditional waterfall organisation
- Modular design pattern systems to enable faster deployment and consistency of experience.

## a little more . . .

**Group Manager – Experience Design**, Avanade, London, UK | MS Tech**Creative Director**, Sapientnitro, London, UK | Agency**Director User Experience**, Flow Interactive, London, UK | Consultancy**Senior Director – Product Interface Design & Testing**, LexisNexis, Dayton, USA | Legal publishing

Prior positions to these in UK, Asia, Australia & USA – details available if required.

## small print

**NED / ADVISORY EXPERIENCE****Wimbledon Windmill Museum CIO, London – Trustee** (Digital Promotion)

Oct 2020 – Present

Primarily responsible for digital strategy, user engagement and online visibility comprising marketing, social media, fundraising and events promotions.

- Redesigned museum shop to encourage spend per footfall to increase donations.
- Created the in-house museum experience app with Bloomberg Connects

### **Conduct Change, Harrogate – Digital Adviser**

*Jan 2017 – Present*

Advised on digital transformation and online communications to support campaign-based mental health and anti-bullying initiatives.

### **SPEAKING MENTORING PROFESSIONAL INTERESTS**

- Conference Speaker: Digital Experience, Product Strategy, Agile Delivery
- UX & Product Mentoring
- Champion of Inclusive Design and Ethical AI
- Passionate about applying digital thinking to heritage, education, and public service sectors

### **QUALIFICATIONS / EDUCATION**

2025 AI for Work & Life (N FLorida Uni)

2024 Product Analytics Cert

2023 Master Figma Course - to Figma Pro

2020 Google - Fundamentals of Digital Marketing

1994 MSc. Occupational Psychology, University of Hertfordshire, Hatfield, UK

1990 BSc Life Science (2:1), University of Westminster, UK