

VANESSA KIRBY

Director User Experience & Product Design

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I help organisations transform digital products and user experiences to achieve growth and engagement without losing customer focus or agility.

With a proven track record in enhancing online performance, I build high-performing multidisciplinary teams, and scale digital capabilities to support business strategies. Experienced in governance, OKRs, and digital enablement at board level through both executive roles and pro-bono trusteeships.

Ex Argos, Marks & Spencer, LexisNexis, BTFG, SapientNitro, Avande and startups/growth companies.

CURRENT ROLES

SeedLegals – Head of Product & Experience Design

Apr 2022 – Present

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

- 15% YoY revenue increase via new product launches
- US market expansion & AI integration across services
- Investor ap, managing pitch to portfolio
- Cross-functional process improvement via UX methodologies.

NED / ADVISORY

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.

Redesign of the shop to encourage spend per footfall to increase funds.

Currently working with Bloomberg to create the in-house museum experience app.

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.

SKILLS

- Digital Transformation & Communications Strategy
- User Experience Governance & Innovation
- Organisational Growth & Change Leadership
- Board-Level Advisory, Strategic Road mapping
- Agile Product & Service Design Leadership
- International Experience (Asia, US, Europe, Australia) – in country
- AI Integration for Digital Process Improvement
- OKR-led Strategic Planning & Team Alignment.

PREVIOUS EXECUTIVE ROLES

VExD Ltd – Freelancing

Aug 2020 – Apr 2022

- Director of Service Design (Mat leave cover) at Modern Human Design
- UX Design - Altruistiq, a SaaS startup focused on ESG metrics, in creating a prototype for fundraising and kickstarting UX team
- UX designer - Harvard Medical for a Mental Health App in the USA
- UX Research Lead - global bank on expat money transfer behaviours and required services.

Marks & Spencer – Head of Experience Design

Oct 2017 – Jul 2020

Directed omnichannel customer experience. Key achievements:

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

Argos – Head of UX

Aug 2015 – Oct 2017

Instrumental in Argos' digital-first shift:

- Enabled 66% online revenue share (from 33%)
- Full funnel redesign delivering measurable uplift
- Increasing revenues and footfall f (Rev £4.25bn) - hitting not only the stretch target of £250m but also shifting from 30% to 66% online business.

BT Financial Group – Head of UX (Sydney)

Jan 2013 – Jul 2015

Digital transformation across wealth platforms; introduced Agile, design systems, and experience-led strategy.

- Full transformation of a wealth management platform (transforming from spreadsheets to apps) Increased market share by 78% .

PREVIOUS LEADERSHIP EXPERIENCE

Roles at SEEK (Melbourne), Avanade (London), SapientNitro, Flow Interactive, Keynote Systems, LexisNexis (US), and Global Sources (Hong Kong) focused on UX leadership, global team growth, customer insight, and digital optimisation.

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

Product Analytics Cert

Master Figma Course - to Figma Pro

Google - Fundamentals of Digital Marketing

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

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