

VANESSA KIRBY

Director User Experience & Product Design

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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

experience

SeedLegals – Head of Product & Experience Design 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
- US market expansion & AI integration across services
- Cross-functional process improvement via UX methodologies

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.

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.

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

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