

VICTORIA FOX

Product Design Lead

- 12+ years experience in UI Design
- 9+ years experience in end-to-end Product Design
- 2+ years experience in Design Management
- Web & mobile design (Android & iOS)
- Data-informed design
- Discovery workshops
- App of the Year 2017 — Bloom & Wild iOS (Startup Awards)

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I am a Product Design Lead with 12+ years experience working in house mainly in startups and scaleups. I have worked for some of the world's most innovative UK startups such as [Bloom & Wild](#) and [Attest](#). Fast-paced and chaotic doesn't phase me, in fact it's the environment in which I find the most creative and impactful opportunities.

Employment History

Translucent, 2022 – 2023

I lead a team of 2 designers for this startup accounting super app. This included commissioning a branding project and rapid delivery of multiple apps, each with their own complex user needs.

- **FOUNDING DESIGNER**
 - Lead cross-functional project teams as both lead designer and project owner
 - Taking projects from 0-1, and 1-2
 - User research sourcing, interviewing and analysis

On Deck, 2021 – 2022

I was part of, and went on to lead a team of 5 designers for this startup community/education platform. The design team's projects spanned multiple workstreams, solving problems around onboarding, engagement, profile freshness, and retention. User problems were complex, varied, and non-linear. I worked closely with product, experience and marketing.

- **PRODUCT DESIGN MANAGER** | April 2022 – August 2022
 - Leading the design team I managed 5 globally distributed designers across 3 product lines
 - 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
- **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

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.

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

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 2016 – March 2018
 - 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.

Fashion eCommerce, 2013 – 2016

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

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

Education & Professional Courses

Figma Academy 2.0, 2024

Product Psychology Masterclass, Growth.design, 2023

On Deck Design Fellowship: Design Management, On Deck, 2022

MA Communication Design, Distinction, Ravensbourne College of Art & Design, 2011

BA Art & Design, 2:1, Central St Martins College of Art & Design, 2003

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