

Most product arguments aren't really about evidence, they're about which question is being asked. For sixteen years I've helped teams find the cheap question that settles them, and for eight I've built the teams that keep asking it.

Design leader with 16 years building high-performing teams and shipping product across complex B2B platforms. Proven track record managing designers, embedding research into product strategy, and tying design decisions to measurable business growth.

EXPERIENCE

Independent practice

Own projects

REMOTE · JUN 2026—PRESENT

A career break, used to build.

- Built and deployed self-directed products end to end, design through to production code, across an AI coaching app for home educators, a print pipeline and a literature repository.
- Kept a cross-project record of what holds up when building with AI, turning findings into conventions and, where they are invariants, into automated checks.
- Designed and built Paideia solo, an AI coaching tool for home educators: the pilot tutor captured 34 planner pages in eleven minutes unassisted.

Product Design Manager

Intruder.io

REMOTE · SEP 2022—JUN 2026

B2B cybersecurity SaaS platform protecting 3,000+ companies worldwide.

- Repositioned Asset Discovery into the platform's primary entry point (Q2 2025): revenue from targets added through cloud integrations grew 10x in six months.
- Directed a brand evolution (Q4 2024) that added enterprise credibility without losing the company's personality: contributed to +52% YoY enterprise revenue growth alongside earlier pricing work, +33% product-team capacity.
- Built a behaviour-based metrics framework (Q3 2024) to replace revenue-only targets: +140% vulnerabilities detected, +94% targets monitored, 10x reduction in enterprise median days to fix.
- Cut onboarding from 21 steps to one (Q1 2025): +37% customer activation after the full release, +53% of licences bought at activation, +150% external targets added in trials.
- Led end-to-end design of an AI-powered security triage system, cutting investigation time from hours to minutes per occurrence.
- Oversaw implementation of a fully tokenised atomic design system, improving delivery consistency and time to ship.
- Line-managed up to four designers, securing pay rises across the team and a promotion to lead.

CORE SKILLS

AI-augmented design practice

Product strategy & problem framing

Continuous discovery & research practice

Product growth & experience metrics

Design systems & DesignOps

Coaching, hiring & team development

TOOLS

Figma · FigJam · PostHog · Hotjar · Dovetail · Count · Linear · Notion · Zapier · Google Workspace · Claude and Claude Code

- Made the case for and hired a brand and campaigns designer, so the product designers no longer doubled as graphic designers.
- Established continuous qualitative and quantitative research as a standing part of product decisions.
- Presented quarterly design metrics to the executive team, influencing roadmap and resource allocation.

Head of User Experience and Design

Newsflare

LONDON · MAY 2017—SEP 2022

Joined as Lead UX/UI Designer, promoted to Product Lead in 2019 and to Head of User Experience and Design in 2022.

UGC video marketplace linking contributors to media buyers worldwide, which grew from around 20 to around 60 people over my time there.

- Doubled monthly marketplace supply through research-led supply funnels, consolidating five upload journeys into one: +50% key-persona uploads, over 200% content-partner uploads.
- Built the product and design process from the ground up: metrics, team rituals, and review cadences.
- Oversaw 2 growth teams of around 6 people each alongside the design team, coaching leads on outcome-driven delivery.

PREVIOUSLY

Senior UX Architect (Apps and Instore) Argos & Sainsbury's	LONDON · NOV 2014—MAY 2017
UI / UX Designer HouseTrip	LONDON · JUN 2013—NOV 2014
Digital Designer Lush Cosmetics	DORSET · APR 2011—JUN 2013
Digital Designer Freelance	DORSET · MAY 2009—APR 2011

SELECTED WORK

Repositioning asset discovery as a core product experience

10x revenue from targets added through cloud integrations
INTRUDER, 2025

Improving activation by cutting onboarding from 21 steps to one
+37% activation after full release, +53% licences at activation
INTRUDER, 2025

Evolving a cybersecurity brand for enterprise growth
Contributed to +52% YoY enterprise revenue, +33% team capacity
INTRUDER, 2024

Crafting a metrics framework to guide product success
+140% vulnerabilities detected, 10x faster enterprise fixes
INTRUDER, 2024

How research-led design doubled supply from key customer segments
+50% key-persona uploads, over 200% content-partner uploads
NEWSFLARE, 2022

When I needed to improve, he gave me grace, time, and tangible support to get there. Even when I failed, he helped me see the growth in it.

Nika Vizintin Prinz
Lead Product Designer, Intruder

EDUCATION

BA (Hons) Interactive Media Production
Bournemouth University
2006—2009

References available upon request