

Caylee Farndon-Taylor

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UX and product lead with more than a decade of design experience; including at the BBC and Imperial College London. I have led on both mobile and web applications from the discovery stage through to final workflows and products. I am happy managing teams, designing experiences, conducting research, facilitating workshops, and solving complex problems.

EMPLOYMENT:

Freelance | UX, Service Design and Product Lead
Aug 2021 - current

Created design solutions for e-commerce, ed-tech, mental health and med-tech.

Key contracts:

Senior Product & Service Designer | Telus Health | Oct 22 - Current
Developed journey management and service design practices, identifying how global users access different primary and mental health services. This meant mapping user journeys and processes in Smaply, defining governance and ways of working, and coaching colleagues.

UX Consultant | Imperial College London | Apr 22 - Jan 23

Co-designed a mental health iOS app from scratch, collaborating with clinicians and a group of children with lived experience. Currently being trialled by the NHS; it uses mental imagery alongside face-to-face therapy to help children stop self-harming.

Lead Product Designer | Marks & Spencer | Nov 21 - Apr 22

Led the UX for a very early stage “next generation” retail MVP for web and iOS. Conducted discovery research with M&S customers, facilitated ideation workshops with key stakeholders, and collaborated with product, development and delivery to create a new product for beta release.

Other milestones:

- Invited to join the BLK BK design collective
- Designed a new Flutter app for Loomery on behalf of Exeter University
- Led a three-week design sprint for AKQA on behalf of a German retailer

Shelter | Lead UX Designer
Jul 2019 - Jul 2021

Led an eight-person team of UX Designers, Service Designers and Researchers at Shelter; a UK charity trying to end homelessness. As a senior leader it was my job to define what was important for digital; from rethinking our UX work processes, to driving accessibility improvements.

- Led the UX for a multi-channel national rebrand
- Created Shelter’s first digital design system using Figma and Storybook, and set up the first UX community of practice

BBC | Senior UX Designer
Jul 2017 - Jun 2019

As Senior UX Designer in the Systems and Service Design team I led on video products and workflows for all internal tools and systems. This meant doing extensive research into the workflows of journalists and video editors across BBC News and Sport, and designing internal SaaS products to help them do their jobs.

- Co-established the first internal design system for all tools and services

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OTHER EMPLOYMENT:

Pariti | Mobile Product Designer

Apr 2015 - Jun 2017

As employee number one, I designed the iOS and Android FinTech apps from scratch. I also led on user research; from staging diary tests and qualitative interviews, to making strategy recommendations based on those learnings. Pariti was acquired by Tandem Bank in 2018.

- iOS app featured as best new app in the App Store

Busuu | Product Designer

Jul 2013 - Jan 2015

Designing for Busuu's 50 million online language learners meant redesigning Busuu's web and mobile platforms and encouraging a design-led culture.

- iOS app and Android apps featured as best new educational apps

Web design + development

Jan 2012 - Jul 2013

Freelance web designer and developer for several clients including You, Me and Everyone, Loughborough University, Mute Records and Vividise.

EDUCATION:

BA (Hons) Fine Art | 2:1

Loughborough University

2007 - 2011

Modules included; Fine Art critical practice, Professional and Business Practise, Art History and 20th Century Art Theory. Received a 1st for my dissertation: 'Does Relational Aesthetic theory inhibit the political potential of artworks?' Elected Vice Chair of the Final Show committee. Designed and published the Loughborough University Fine Art Catalogue 2011

BTEC Foreign Studies | German Erasmus Placement

Fachhochschule Schwäbisch

Hall 2009 - 2010

Modules included; Publication Design, Animation, Web-design, Typography. Designed and produced a major University publication which documented the design school's work for that year

BTEC Art and Design Foundation Studies | Merit

UCCA 2006 - 2007

Modules included; Photography, 3D Design, Graphic Design, Fashion, Critical Practice

Wrotham Secondary School and Sixth Form

1999 - 2006

A Levels included; Art and Design (A), Drama and Theatre Studies (B), English Literature (B). GCSEs included; Art and Design (A*), Drama and Theatre Studies (A*), French (B), Science Double (BB), Maths (B), English Language (B), English Literature (C)

CORE-SKILLS:

- UX Design
- User Research
- Service Design
- HTML + CSS

OTHER INTERESTS:

I am the proud co-founder of the Chin Up Collective; a not-for-profit organisation designed to help support young creatives. I also do a lot of voluntary work to showcase and celebrate the work being done by women in tech, and had the privilege of co-running GeekGirl Meetup from 2015 - 2018. Key milestones included getting sponsorship from Apple, Spotify and Stripe (among others) and being interviewed and featured by Elle magazine.