

Gavin Colwill

Lead Product & Digital Designer

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PROFILE

Lead product and digital designer with 15+ years across global brands, agencies and in-house product teams. Equally strong in end-to-end UX — research, journey mapping, flows, prototyping and testing — and in the visual craft that makes it land. Proven record on data-heavy interfaces, multi-user-type platforms and design systems at scale, equally comfortable setting design strategy, directing teams and executing at a high craft level.

CORE SKILLS

UX / Product Design	Wireframing · Prototyping · User flows · Usability testing · User research · Accessibility (WCAG / EAA)
UI & Visual Design	Strong visual design sensibility · Design systems · Headless component libraries · Data visualisation · Responsive design · Brand alignment
Tools	Figma (advanced) · Adobe Creative Suite · Highcharts · Midjourney · Figma AI · Claude / ChatGPT
Leadership	Design team management · Workshop facilitation · Exec-level scoping & prioritisation · Sprint planning
AI Fluency	Midjourney · Figma AI · LLM-assisted research, interview scripting, icon generation & content design

EXPERIENCE

Senior Product Design Manager

Sedex · London · May 2023 – Apr 2026

Led design across Sedex's global responsible supply-chain platform, serving enterprise buyers (FTSE 100 / Fortune 500 brands), international suppliers, and third-party auditors — three distinct user types with deeply divergent needs and permission models.

- **SMETA Audit module:** As Principal Designer, owned UX/UI for the platform's highest-revenue product — a highly complex, multi-step audit flow handling intricate data inputs across buyer, supplier, and auditor roles simultaneously. Shipped the feature that became Sedex's primary commercial USP.
- **Design system overhaul:** Built the north star vision for the platform refresh and pitched it for stakeholder approval — establishing the design direction before leading the team hands-on through delivery. Architected a comprehensive design system from the ground up, translating brand guidelines into a scalable UI framework with semantic colour tokens, responsive component libraries built on headless components, and a fully integrated Highcharts data visualisation layer. Every component was considered against brand, accessibility, and data-density requirements simultaneously.
- **European Accessibility Act compliance:** Led accessibility across the platform to meet EAA requirements — encompassing full keyboard control, WCAG-compliant colour contrast ratios, screen reader compatibility, semantic HTML structure, focus management, and ARIA implementation throughout all components and flows.
- **Sedex Membership Plus:** Concepted and shipped a new membership tier system — tier architecture, upgrade flows, and gated feature states. Led rapid concepting workshops to drive executive alignment.

- **Team leadership:** Managed a team of product designers; ran Design Day upskilling sessions and collaborated directly with executives on scoping and prioritisation of the product roadmap.

Head of Design

MullenLowe Profero · London · Dec 2021 – May 2023

Led digital design across a portfolio of major global brands including Diageo, Unilever, New Balance, Harley-Davidson, and Bahlsen.

- **Guinness Storehouse redesign:** Led UX strategy and UI for the full platform redesign. Core challenge: rearchitect the booking system to increase conversion — general and last-minute — while enabling flexible add-on experience selection. Simplified the wider platform, modernised the visual language, and strengthened the commercial storytelling of the venue.
- **New Balance x Strava:** Designed a connected digital experience rewarding users for completing miles tracked via Strava. The experience spanned the New Balance platform, Strava integration, and marketing assets — requiring complex UX flows to account for all user states and strong visual design to deliver a premium brand experience.
- **Johnnie Walker experiential app:** Designed an interactive AR cocktail-mixing experience — experimental interface design pushing the limits of brand engagement.

Design Director

Iris · London · Jul 2019 – Dec 2021

Design director across high-profile digital platforms for major global technology and consumer brands.

- **Amazon — Ask Alexa training platform:** Led first-iteration UX/UI design of Amazon's internal Alexa training environment — a large-scale e-learning platform built for one of the world's most complex voice AI ecosystems.
- **Samsung Learning Platform:** End-to-end UX/UI for Samsung's global employee learning environment.
- **Google Nooglers Platform:** Designed the onboarding and learning platform for new Google employees globally.
- Additional products: Petsure online platform and booking, Suzuki vehicle configurator, and further digital applications.

Lead Product Designer

Steve Edge Design Ltd · London · Jun 2018 – May 2019

- Digital design across small-to-medium business websites and brand identities.

Senior Designer

Syzygy · London · earlier role

- **Mazda Global Platform:** Led UX/UI for a full platform redesign including a complex vehicle configurator experience across all breakpoints — a high-complexity responsive challenge across global markets.

INDEPENDENT VENTURES

Built and scaled two consumer businesses alongside a design career — demonstrating brand vision, commercial acumen, and the ability to take ideas from concept to market.

- **KIOSK 78** — Co-founded a global, multi-award-winning lifestyle store. Winner of the coveted Drapers Award for Best New Business. Built a substantial international online customer base alongside two bricks-and-mortar stores.
- **Native Products** — Founded a successful men's grooming range, overseeing brand identity, product development, and go-to-market strategy.
- **Published author** — Two works published under the pen name G.D. Colwill: *Hope* (novel) and *The Painter* (novella). A reflection of narrative clarity and communication craft that translates directly into content design and UX writing.