

# Kurt Stubbings

**Portfolio:** <https://kurtstubbings.com/productdesign>

**email:** [kurtstubbings@gmail.com](mailto:kurtstubbings@gmail.com)

A strategic and results-oriented Product Designer with nearly a decade of experience leading user-centric design initiatives across web and mobile platforms. Proven ability to translate complex problems into elegant, impactful solutions by integrating deep UX expertise with strong technical understanding. Passionate about building scalable design systems, driving product strategy through user research, and fostering collaboration between design, engineering, and product.

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## Work experience

### **Freelance Product Designer & Developer, 2019 – Present**

- Working with startups and businesses to optimise conversions and solve UX problems.
- Provide UX/UI design, development, and consultancy (user research, IA, usability testing) for clients across music, gaming, retail, and health, delivering user-centric digital solutions.
- Designed and developed proof-of-concept audio submission and editing tool for Bristol-based radio station (React, Supabase).

### **UX Technical Lead, Artlogic, October 2023 – April 2025**

- Spearheaded the strategy, design, and implementation of a comprehensive design system, improving product consistency, developer efficiency and ensuring WCAG AA accessibility compliance.
- Led end-to-end product design for the iOS companion app, driving the roadmap and delivering key UX enhancements that resulted in a decrease in related support tickets and improved user satisfaction through customer interviews with high-profile clients.
- Influenced platform strategy by conducting market research, user analysis and prototype development, contributing key insights to a successful \$1 million funding proposal for a platform rewrite.
- Enhanced design-development workflow by selecting and adapting a React component library, creating a parallel Figma library with variables and tokens, and training designers on best practices.
- Led user research initiatives (client interviews, Pendo analysis) to uncover critical insights that directly informed product priorities and design decisions for the iOS app.
- Streamlined website production for Artlogic Design Studio by architecting a major CSS refactor and creating complementary design templates, resulting in ~4x faster development velocity, reduced project costs, and improved team profitability.

### **Web Designer & Developer, Artlogic, April 2022 – October 2023**

- Designed and developed bespoke websites for prominent art galleries, focusing on user-centric design principles to enhance user experience, drive sales, and ensure accessibility.

- Improved internal design and development practices by leading workshops on emerging technologies and accessibility standards.
- Developed custom CMS features based on user feedback and usability testing, enhancing core product functionality.

**Product Designer**, AEI Group, *March 2021 – April 2022*

- Led the end-to-end, 0-to-1 redesign of a complex B2B catalogue management and royalties platform for the music industry.
- Transformed the product by spearheading user research (interviews, workshops) with internal/external teams, defining user needs, and restructuring the core UX and information architecture.
- Developed comprehensive wireframes and high-fidelity prototypes (Figma) to validate design decisions through user testing and stakeholder feedback.

**Front-End Developer**, AEI Group, *July 2017 – March 2021*

- Designed, developed, and maintained responsive, performant websites and themes (WordPress, Shopify), enhancing brand presence and user experience.
  - Produced visual content (motion graphics, video) and optimised web assets for marketing campaigns and improved site performance.
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## Education

**BA (Hons) Digital Media Design, First Class, Bournemouth University, 2013 – 2017**

Projects included web design and development, creation and development of interactive art installations, projection mapping and iOS app development.

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## Key skills

- Collaborated within product triangles to define product strategy and roadmap
- Expert in Figma for design and prototyping
- Crafting design systems and design tokens
- Experienced in CSS, Javascript, HTML and other templating languages
- Experienced with Typescript, React, Next, Astro, and static site generators
- Skilled in PHP & Python for front-end development
- Git version control, build tools, and CSS pre / post processors
- Experience with CMSs including WordPress, Shopify, Craft, Kirby, Tina etc.
- Extensive knowledge of Adobe Creative Suite including Illustrator and After Effects
- Conducting user research and testing using online tools and in person