

Leyton Jay

evidence-based, passionate, collaborative,
senior designer with 10+ years experience

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Summary

I'm a Senior UX/Product Designer with experience in complex SaaS product environments. I specialise in translating research into compelling, inclusive accessible (WCAG) designs that are scalable, usable and on-brand; elevating product perception and driving engagement.

After gaining a BSc in Computer Science, I began my career as a web developer, where I advocated for the user and pursued the role of UX Designer. I pride myself on conducting hands-on research that yields deep insight and on validating my hypotheses with iterative usability testing. I produce effective and intuitive designs that solve complex problems, reducing friction and improving engagement. Attention to detail is a key strength, complemented by my ability to see the bigger picture through systems thinking. I get huge satisfaction from teamwork, mentoring, and developing great working relationships.

[Download my portfolio](#) 32MB, PDF

[Case study: AI Vehicle Inspection](#) 13MB, PDF

Skills and Disciplines

- **Core Competencies:** User-centered design, information architecture, Figma (7yrs), wireframing, low & high fidelity interactive prototypes, design systems, design reviews/critiques & feedback, AI tools, AI-assisted design.
- **Research & Testing:** Ethnographic research, user & stakeholder interviews, journey mapping, design analysis, usability testing and iterative improvement.
- **Process & Collaboration:** Agile/scrum, user story refinement, workshop facilitation (Figjam/Miro), stakeholder management, cross-functional collaboration.

My Experience

UX Designer - RM Education - Mar 2025 - Nov 2025

Led the design of a new SaaS assessment delivery platform, from foundational research to high-fidelity design. Engaging directly with educators and customers, I defined the product vision, strategy, north star, and design brief. I translated complex educational workflows into a cohesive, user-centred design that performed well in usability testing.

- **Strategy & Design:** Established design principles for an evolving SaaS ecosystem. Utilised and expanded our in-house design system (based on M3 & MUI) while articulating my design decisions to colleagues and senior stakeholders.
- **Research & Validation:** Conducted discovery research and iterative usability testing with target users to validate my design decisions, ensuring the product was scalable, met business goals, and satisfied user needs.

Lead UX Designer - Apex 8 Group - Apr 2024 - Oct 2024

Collaborated with developers to redesign the primary user journey using data analytics and A/B testing. I left to support my partner, whose career aspirations required us to relocate.

UX Designer - British Car Auctions (Constellation Group) - Sept 2019 - Mar 2024

Researched and designed user experiences for industry-leading native iPad apps and B2B2C tools for desktop and mobile web, while mentoring junior designers. I worked to improve the consistency of typography and branding across divisions and later became responsible for improving design maturity and guiding UX strategy across the group.

- Spearheaded the UX/UI design for an AI-assisted vehicle inspection tool, reducing the administrative burden for vehicle inspectors.
- Conducted ethnographic research at We Buy Any Car and synthesised my findings into actionable insights, which I presented to senior management.
- Mapped complex user journeys and performed heuristic analyses, identifying new features and cost-saving opportunities that informed the product roadmap.

UX Designer/Researcher - Soarizon (Thales), Paris & Gatwick - Nov 2018 - Jun 2019

Industrialised the design of a French aviation startup as it grew into a UK business, developing foundational B2B and B2C user personas to support business development.

I conducted ethnographic research with drone operators to inform the design of a Risk Assessment tool (based on a 5x5 methodology). Later, I designed a Method Statement Wizard to automate the creation of legally compliant safety documents. These were both validated by industrial health & safety experts and adopted by major clients (Skanska, Network Rail).

UX Designer - Avios, British Airways - Dec 2015 - Jul 2018

Optimised page layouts using iterative user-testing and CRO/MVT, leading to a 30% increase in basket sizes and a 20% increase in conversions.

UX Designer - Specialist Holiday Group, TUI Travel Plc. - Jan 2015 - Nov 2015

Spearheaded the development of an itinerary-builder and led the investigation into how VR might be used in promoting luxury holiday and hotel products.

Web Developer, later UX Designer - Rentokil Initial Plc. - Dec 2007 - Dec 2014

I started as a LAMP developer and CMS/Wordpress administrator. Later, as UX Designer, I redesigned contact forms, resulting in a 10% increase in leads (inc. one £24m contract).

My Philosophy

"If you think good design is expensive, you should look at the cost of bad design."

- Ralf Speth, CEO Jaguar Land Rover

"It doesn't matter how beautiful your theory is, it doesn't matter how smart you are. If it disagrees with experiment, it's wrong."

- Richard Feynman, Physicist