

Piers Berry

Senior UX / Product Designer & UX Director

Profile

Senior UX/Product Designer and UX Director with over 20 years of experience shaping digital experiences for global brands across sectors including finance, healthcare, energy, publishing, and telecoms.

I specialise in leading user-centred design from strategy to execution—translating research into flows, wireframes, and high-fidelity prototypes, building scalable design systems, and collaborating closely with developers.

I'm confident presenting to C-suite level stakeholders, and thrive in fast-paced, agile environments where craft, clarity, and outcomes matter.

→ piersberry.com	Contracting
in linkedin.com/in/piers	✓ Hybrid (3 days max)
✉ hello@piersberry.com	✓ London + South East
☎ +44 7884265359	✓ Inside IR35 (via Umbrella)
📍 Reading, UK	✓ Outside IR35 (via Ltd)

Experience

Radstone Group Ltd

UX Director

Jan 2024 – May 2025

A fast-paced digital agency serving international clients in banking, energy, and telecoms.

- Leading UX across multiple projects, from research and strategy through to detailed UI and design systems.
- Conducting user and stakeholder research to shape product direction and experience strategy.
- Delivering IA, flows, wireframes, and interactive prototypes in Figma; creating developer-ready UI components.
- Collaborating with internal and client teams to align UX with business goals and user needs.
- Mentoring a senior UI designer and supporting agency marketing, including website design.



Gold Winner – 2024
Global Infrastructure Partners
Best website – Business to Business



Gold Winner – 2024
Global Infrastructure Partners
Best corporate website – Other

Core skills

UX Research

- User + Stakeholder interviews
- Competitor analysis / benchmarking
- UX Heuristics
- User journeys and flows
- Usability testing

UX / UI Product Design

- Information architecture
- UX Wireframing
- Interactive prototyping (low-hi definition)
- UI Product design
- Design system creation + management
- Component & module specification

Figma (5+ years' experience)

- Component creation with variants
- Design system creation and organisation
- Prototyping with conditional logic
- Design token creation (variables)
- Auto layout (with min, max constraints)
- Library publishing and management
- Branching and project organization
- Full admin management (seats, permissions)

Supporting

- UX Strategy, process and planning
- WCAG Accessibility testing
- AI Generative support (qualitative coding)
- HTML and CSS Coding
- Full site build (WordPress, Webflow)
- Analytics and SEO
- UX Copywriting
- Intranets (Microsoft SharePoint)
- Headless CMS (Contentful)
- Adobe Creative Suite (PhotoShop, Illustrator, AfterEffects)
- 3D visualisation (Cinema 4D)
- Axure RP (advanced prototyping with conditional logic)
- Principle (animated prototypes)

Brunswick Group Ltd

Director, UX

Apr 2021 – Dec 2023

Global advisory firm specialising in business-critical communications.

- Directed UX for global clients across pharma, finance, energy, and corporate sectors.
- Led an international UX/UI team, improving workflows and transitioning to Figma
- Conducted research and usability testing, including accessibility reviews (WCAG).
- Delivered wireframes, prototypes, and design systems with detailed implementation docs.
- Partnered with developers to ensure smooth handoff and build alignment.



Platinum Winner – 2023
Ariel Investments
Best website – Business to Business



Bronze Winner – 2024
Genmab
Best use of digital – healthcare + pharma

Experience Cont.

Senior UX Designer / UX Director (Contract & Freelance)

Various Clients | 2013 – 2021

Delivering high-impact UX and product design for clients in publishing, telecoms, fintech, education, and gaming.

Elsevier

UX Designer (2 contracts)

Jan 2021 – Mar 2021

Dec 2017 – Sep 2019

UX strategy and design for a greenfield web app, creating wireframes, prototypes, and user research insights. Designed UI components for Elsevier's design system and collaborated with developers in agile sprints with handoff in Figma and Confluence to ensure seamless implementation.

Vodafone

UX Designer (contract)

Mar 2020 – Dec 2020

Redesigned a critical call centre and retail app, delivering UX/UI solutions in ten-day agile sprints. Conducted user testing, refined usability, and produced detailed specs for offshore developers, ensuring seamless integration and improved efficiency within Vodafone's design system.

Merchant Cantos

UX Director (2 contracts)

Sep 2019 – Mar 2020

Mar 2017 – Dec 2017

Led UX design for finance, government, and healthcare projects at a top 10 agency (Design Week 2019). Established a centralised UX design system, improved workflows, and documented UX processes in Confluence. Oversaw UX/UI handovers to internal developers for seamless implementation.

Hitachi Capital Finance (Novuna)

UX Designer (contract)

Nov 2016 – Mar 2017

Designed mobile-first UX solutions for a consumer facing web app in agile sprints. Mapped user processes for finance applications, conducted user testing, and iterated designs based on insights to enhance usability and technical feasibility.

Oxfordshire University Press

UX Designer (contract)

Apr 2014 – Oct 2016

Designed UX for a large-scale ecosystem project, conducting user research to define personas and design needs. Created responsive wireframes and high-fidelity prototypes to drive user-centred product development and UX testing.

Betfair

UX Designer (contract)

Jan 2014 – Apr 2014

UX design for Betfair's gaming division, creating mobile and iOS gaming experiences. Designed user flows, interactive wireframes, and UX documentation, ensuring a consistent user experience across global products in an agile environment.

Related experience

Pinion Watch Company Ltd

Founder, Director

Apr 2013 – Present

I founded Pinion in 2013 to merge my passion for design and watchmaking, creating timeless, precision-crafted British watches. Inspired by WWII instruments, my debut collection sold out within a year, leading to multiple successful releases.

My watches have been featured in major films such as *'The Gentlemen'* and *'Fast and Furious 9'* and commissioned by the British military. I am also member of trade body 'The Alliance of British Clock and Watchmakers'.

Built in the UK with expert craftsmanship, Pinion reflects my commitment to quality, clarity, and innovation—principles that also shape my work in UX / product design.

pinionwatches.com

Early career

Redberry Digital Ltd

Creative Director / Co-Founder

2003-2013

I co-founded Redberry, a digital creative agency in 2004 and for 9 years was responsible for managing and delivering the entire creative UX/UI output of the agency.

Education

BTEC HND Graphic design

Buckinghamshire College Group