JAMIE WALLACE

Lead UI/UX Designer

0792 113 5819
hello@jamiewallace.co.uk
www.jamiewallace.co.uk
linkedin.com/in/jamiewallaceux

Head of UX with 20+ years in digital design across agency and in-house environments, including 10+ years leading UX within complex SaaS platforms. I build high-performing teams, bring clarity and structure to how UX operates, and embed data-informed decision-making into product strategy.

My focus is on aligning UX, Product and Engineering to deliver measurable commercial outcomes through scalable systems, research-led insight and intelligent tooling.

Professional Experience

BrightHR
Head of UX

November 2024 – Present

Lead the UX function across BrightHR's global product suite, managing a team of eight designers and researchers.

- Solidified and clarified existing **UX processes** across R&D, increasing visibility of research activity, effort allocation and recurring or conflicting insight themes across teams.
- Took ownership of **activation and engagement reporting**, regularly presenting product performance, user feedback and behavioural trends to global service leaders.
- Established a **three-stage hiring and onboarding framework** for new UX hires alongside a structured progression model to strengthen senior capability within the team.
- Took the initiative to design and build BrightHR's first **AI-powered assistive features** across Recruitment and Performance, driving **6,000+ AI-assisted content generations** within six months and achieving ~50% adoption in job creation flows.
- Transferred behavioural analytics ownership into UX by standardising on **Userpilot** (integrated with Salesforce), accelerating speed to insight and reducing dependency on BI. Leveraged visual event labelling to enable designers to build their own trend, funnel and feature-adoption reports, embedding measurement into day-to-day practice.
- Proactively addressed the loss of customer feedback functionality following the Pendo to Userpilot migration by designing and building a **full-stack proof of concept feedback platform**, reinstating feature requests, customer voting and a structured two-way feedback loop between UX, Service and customers.

Principal UX Designer

November 2023 – November 2024

Entrusted with leading the UX function during a period of organisational transition, restoring stability, reinforcing ways of working and maintaining delivery momentum across multiple product domains.

- Increased **research visibility** and strategic alignment through improved insight reporting and synthesis.
- Led end-to-end design and research across major initiatives including **Performance Management, Recruitment, Exchange, HR Advice, Praise, Custom Reports** and **Payroll POC**.
- Led the end-to-end design of **Performance Management (Goals & Reviews),** supporting **72K+** users and generating **2.3M+ behavioural events** post-launch across five regions, establishing structured goal tracking, review cycles and templated workflows with sustained engagement across web and mobile.

UX & Reporting

Design leadership, UX strategy, Visual Design, Enterprise SaaS, Design systems & Documentation, Accessibility, Insight reporting, Atomic research repositories

Research & Analytics

Qualitative interviewing, User testing, Data-informed experimentation, Research synthesis, JTBD, User flows

Development Skills

HTML, CSS, JavaScript, Vite, Node/NPM, Tailwind, AstroJS/Jekyll, MJML, GIT, Cloudflare.

Tools

Figma, Google Analytics, Userpilot, PowerBI, Sketch, Adobe Creative Cloud, Adobe Premiere, Adobe After Effects, VSCode, Claude, OpenAI, Jira, Confluence, Trello, Asana, Github.

Training & Education

2019
Hubspot Developers Certification
2003 – 2008
Various industry course certifications
1996 – 1999
GNVQ Advanced Art & Design (equiv, 2 A levels) Stockport College

Interests

Husband and father of two. I attend UX conferences where possible and follow developments in technology and security, with a particular interest in accessibility and SEO best practice. In my spare time I enjoy designing and building websites via my agency site

Selected Press Links

Wired
Daily Mail
The Guardian

- Partnered with **Product** and **Engineering** leadership to deliver scalable enterprise solutions across BrightHR's SaaS platform.

Senior UX Designer

March 2020 – November 2023

- Led UX for BrightHR's primary l**ead generation and ecommerce channel** (BrightHR marketing website), designing and optimising **Book a Demo journeys, pricing pages** and **buy online flows**, as well as product marketing and PPC landing experiences.
- Transformed a fragmented component approach into **BrightUI**, a production-grade design system built in **React** and **Storybook**, now covering **95% of the product estate**.
- Introduced **Figma** organisation-wide and led the migration from Adobe XD, replacing a lightly adopted legacy component library and standardising scalable design workflows.
- Built the initial system foundation independently before partnering with engineering to rebuild it from first principles, significantly improving consistency between design and production code.
- Designed and launched a dedicated documentation platform (ui-docs.bright.hr) with CMS capabilities, enabling designer-led governance and continuous system evolution.
- Materially improved delivery velocity, cross-team collaboration and visual consistency across BrightHR's global product suite.

Sputnik Digital (6-month contract)
UI/UX Designer

July 2019 – December 2019

Shaping Cloud
UI/UX Designer

August 2015 – February 2020

Worked across enterprise Azure-based platforms spanning product design, prototyping and front-end implementation.

Selected Projects

SPINR (iPaaS Data Integration Platform)

Lead Product Designer. Owned product UX, prototyping and React-based design system. Led stakeholder workshops and defined brand and marketing website.

Bubble (joinbubble.com)

Lead Product Designer working directly with founders. Delivered MVP UX, brand and marketing site. Product featured in Wired, The Daily Mail and The Guardian.

Shoot the Moon
Senior UI Designer/Developer

January 2013 – August 2015

Helped establish and scale the agency's digital capability. Led strategy workshops, managed suppliers and delivered end-to-end digital output across web, mobile and campaign platforms.

Earlier roles:

- **Senior Interactive Designer/Developer** (2010–2013)

McCann
Interactive Designer

McCANN

February 2008 – July 2010

Progressed from Digital Production Executive to Interactive Designer (2006–2010). Delivered websites, digital campaigns and interactive media for major brands including Sainsbury's Bank, Pets at Home, Princes Group, SSL International (Durex), UPS, InterContinental Hotels Group and American Airlines. Collaborated closely with strategy, account and technical teams and managed and mentored junior designers.