

# Simeon Seneca

## Product Designer

simseneca.design  
sim@simseneca.design  
+44(0)7853 212 146

### EXPERIENCE

#### simseneca.design / Self-employed

SEPT 2024 - PRESENT

- Product design for clients including a streaming service

#### Product Design Lead / TravelLocal

AUG 2019 - SEPT 2024

- Led product design through Series A and B funding rounds as the company scaled from 5 to 50+ people and surpassed £40m in bookings.
- Contributed across the end-to-end design process, from discovery to execution, as well as brand and engineering.
- Created and evolved the company's design system.
- Human-centred approach to design, holding research sessions and validating prototypes with users.
- Helped embed industry-standard product practices.
- Ensured high levels of usability, feasibility and viability.
- Strong stakeholder management inc CEO & leadership.
- Initiated and led a sustainability & CSR working group.

#### simeonrowsell.co.uk / Self-employed

MAY 2014 - AUG 2019

- Bespoke UX/UI and branding design and development for over 30 personal clients including over 20 full site design and builds. Combined visual and technical ability to build successful experiences including ecommerce, membership and donation based sites.
- Happy clients demonstrated by amount of referral work.

#### Web and Digital Marketing Assistant / Bath College

FEB 2014 - JULY 2016

- Managed, redesigned and contributed to development of new college website.
- Led user research sessions with staff and students.

#### On-set Visual Effects Runner / Double Negative

NOV 2011 - NOV 2013

- On-set feature film experience coordinating and assisting visual effects. Productions inc Skyfall and Les Misérables.

### EDUCATION

#### BA Computer Visualisation and Animation / First Class Honours

BOURNEMOUTH UNIVERSITY  
2011

#### Diploma in Foundation Studies (Art, Design & Media) / Distinction

FILTON COLLEGE, BRISTOL  
2008

### SKILLS

UX/UI design

Design systems

Continuous discovery

Design thinking

User testing

Wireframing and prototyping

Product strategy

DesignOps

UX copywriting

Frontend dev

Quantitative experimentation

Cross-team collaboration

Stakeholder management

### TOOLS

Figma

Miro

Storybook

HTML / CSS

Javascript

Userbrain

Convert

Adobe