Fergus Hannant Senior Product Designer **CV**

Senior Product Designer with expertise in UX/UI, digital product development, and branding. Experienced in leading design projects, mentoring teams, and delivering solutions for clients including Adobe, Coca-Cola, and Nespresso.

Senior Product Designer Fifty Five and Five, London (2024-Present)

- **Created an app for the TCS London Marathon** that generated personalised videos using user images and AI technology, viewed by over 10,000 event attendees within a month. The integration of AI development tools reduced delivery time by 20%.
- **Developed AI-driven marketing and research tools** that automate time consuming content SEO optimisations and speed up data enrichment, resulting in over £50K in new client revenue.
- **Embraced AI development tools like Claude Code and Codex** helping contribute to the successful launch of products for SAP and Avalara

Senior Product Designer Inktrap, London, (2021-2024)

- **Led user-centred design projects** across complex B2B sectors including, insurance, legal and healthcare, using user flows, prototyping, research and design sprints to deliver digital products.
- **Managed and scaled design systems** for multiple large SaaS platforms such as Farillio and Tysers 4 Sea.
- **Explored AI/LLM integration in product design**, contributing to emerging tools like Alphabase.
- **Mentored junior designers**, establishing collaborative workflows and a culture of experimentation.

UX/UI Designer Flipside, London (2019-2021)

Applied problem-solving and design skills to create user interfaces for household brands such as Adobe, Coca-Cola, Papa-Johns and Airwick.

Education

Brunel University London Bachelor's Degree in Industrial and Product Design **2:1** (2014-2018)
University for the Creative Arts Foundation Degree in Art & Design **Distinction** (2013-2014)

Skills

Core skills UX/UI, AI-assisted prototyping, Graphic Design, Branding, Motion Design and 3D Design.
Tools Figma, Lovable, Databutton, Sketch, Adobe Creative Suite, WordPress, Webflow, Blender.

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