

Kate Hayes

UX Designer

Research-driven UX Designer with expertise in qualitative & quantitative research, user-centred design, and data-driven decision-making. Experienced in leading cross-functional workshops, usability testing, and optimising B2B SaaS & FinTech products. Skilled in aligning UX strategies with business goals to improve engagement, conversion, and retention.

London, UK

07830249908

katehayesux@gmail.com

Employment history

UX Designer

Jun 2023 - Present

Bionic

- Designed & launched Bionic's first fully operational SME insurance journey, replacing a legacy system.
- Conducted qualitative research (user interviews, usability tests) to validate & refine the customer journey.
- Segmented & structured the user flow into qualifying → underwriting phases, improving task completion rates.
- Implemented Hotjar tracking, identifying UX friction points & optimising conversion rates.
- Facilitated stakeholder workshops to align product, engineering & business teams on UX priorities.

UX Designer

Jan 2023 - May 2023

Catch Digital

- Co-designed responsive web experiences for multiple clients, ensuring usability and accessibility best practices were met.
- Improved information architecture & navigation flows, optimising user engagement for high-traffic sites.
- Collaborated with developers & stakeholders to align UX decisions with business goals.
- Conducted lightweight usability testing & heuristic evaluations, making iterative improvements based on findings.
- Delivered wireframes & prototypes under tight deadlines, balancing user needs with brand requirements.

Skills

User Research & Strategy: Surveys, Interviews, Competitor Analysis, Personas, Journey Mapping, Card Sorting

UX Design & Prototyping: Wireframing, Information Architecture, Interaction Design

Data & Testing: A/B Testing, Usability Testing, Hotjar, Google Analytics

Collaboration & Facilitation: Cross-Functional Workshops, Agile, Design Sprints

Links

[Portfolio](#)

[LinkedIn](#)

UX Designer

Aug 2022 – Jan 2023

ABRSM

- Conducted in-depth user research & market analysis for a proposed initiative, uncovering critical feasibility issues.
- Identified database limitations & lack of product-market fit, presenting evidence-backed insights to stakeholders.
- Delivered a comprehensive, compelling research report, informing strategic decision-making.
- Prevented significant resource waste by demonstrating that the initiative lacked the necessary infrastructure to succeed.
- Facilitated cross-departmental discussions, helping leadership realign priorities based on research outcomes.

UX Designer

Jul 2021 – Jul 2022

Boomin

At Boomin, I worked on both the SmartVal feature and CRM for B2B users, identifying key UX issues through data analysis. Using card sorting, tree testing, and UI improvements (search behaviour, CTA animations, instructional copy), I designed and tested solutions that:

- Reduced screen abandonment & improved engagement
- Increased SmartVal completions, generating higher-quality leads for estate agents
- Strengthened UX & data collaboration, ensuring insights informed decision-making

UX Designer

Jan 2021 – Jul 2021

Gofamer

- Conducted competitor analysis of influencer marketing platforms to identify industry trends and opportunities.
- Developed user personas, task analyses, and user flows, for user groups working with influencer campaigns.
- Designed wireframes for new data analysis & reporting features, enhancing usability and data accessibility.

Product Manager

Jun 2015 – Jun 2016

- Reviewed academic research on the subject of human-computer interactivity; and literature on near-field technology, haptic motion and accelerometers;
- Identified interface and usability factors such as accessibility of design, cognitive load of users and data processing parameters.

UX & Design Certificates

UX Design

Apr 2020 – Jan 2021

CareerFoundry

Advanced Google Analytics

May 2023

Google

UX Deep Dive: Analysing Data

Nov 2022

LinkedIn Learning

Product and UX: Building Better Partnerships

Dec 2022

Nielsen Norman Group

Higher Education

Masters in Music

Sep 2013 – Jun 2015

Guildhall School of Music and Drama