



Paul Annett • Product Design

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- 8 years' leading design teams, in start-ups and scale-ups.
 - Extensive experience as a UX design practitioner, on mobile, web, and desktop apps.
 - At  Twitter I designed apps for influencers, social media teams and newsrooms.
 - I co-founded the  GOV.UK design team (proud to be part of [the GDS origin story](#)).
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UX contracting Current

- Design system implementation (Figma) for a music & sports ticketing startup.
- UX consultancy for an industry events registration platform.
- Strategy, research and concept development for an innovation lab in an international bank.

Head of Product Design, Pollen Oct 2018 - Aug 2022

Pollen: B2C music events marketplace, travel e-commerce, and supporting web & mobile apps.

My impact at Pollen:

- I built and led the team from 2 to 24 UX-ers (UX/UI, research, content, design manager).
- I raised the bar of excellence in design, and led across product & design strategy, research, design operations, cross-functional ways of working, team development, critical thinking etc.
- I collaborated on product vision and roadmaps with product and engineering leadership.
- I translated complex business requirements into actionable UX strategies, including developing & executing an app strategy that led to a 22% uplift to add-ons sales.
- My team designed mobile & desktop customer service tools for staff, leading to shorter queues at venues and significantly reduced campaign set-up time (from 2 hours down to 15 minutes).
- I led a successful conversion rate optimisation programme, using A/B testing for event sales.
- I was recognised for establishing a strong design team culture of openness & belonging.

I worked across 4 product areas:

1. B2C desktop & mobile web marketplace for music event sales, with focus on group bookings.
2. Mobile apps for iOS & Android - event itinerary & customer service team apps.
3. B2B white label membership platform - rewards programme for music festival ambassadors.
4. Internal tools for customer-facing support staff and industry partners.

Group Head of UX, Saga plc Nov 2015 - Aug 2018

Saga: services for the over-50s, including travel experiences, wealth management, insurance.

My impact at Saga:

- I provided leadership, mentoring, coaching & line management for UX design teams.
- I modernised Saga's digital processes to include user-centred design and accessibility.
- I achieved high customer GDPR consent by launching online membership.

Senior Product Designer, Twitter July 2013 - Sep 2015

Twitter: I designed  **Twitter apps for influencers**, social media teams and newsrooms.


My impact at Twitter:

- I protected Twitter from reputational damage by designing security features for verified and high profile accounts (ending an account hacking epidemic).
- I **designed a desktop app** for breaking news alerts for events like earthquakes & terrorism.

Design Lead, GDS Jan 2011 - Jul 2013

GDS: Establishing the UK government's single domain website & design system.

My impact at GDS:

- I **co-created the design vision for  GOV.UK** as design lead on the Alphagov proof-of-concept, resulting in our UCD strategy winning Parliamentary approval.
- I **led the design of services** including beta versions of Register to Vote and Tax Your Vehicle, which played a key role in building the foundations of the GDS design system.

The GOV.UK beta was awarded the prestigious honours of:

- 2013 Design of the Year, exhibited at the London Design Museum.
- D&AD Black and Yellow Pencils for **clarity of design and content.**



Senior Designer, Clearleft Feb 2005 - Jan 2010

Clearleft: One of the UK's earliest and most notable UX agencies.

- I honed my craft on the research and design for dozens of client websites.
- I **designed a desktop app** which helped popularise guerilla usability testing.
- Online ticketing for the industry conferences we ran, including UX London & dConstruct.

Various web design Sep 1999 - Jan 2005

Including designing the Harrods online store, my first retail e-commerce experience. Freelance interaction design, information architecture, collaborating with clients, strategic consultancy.

Invited speaker at dozens of conferences including...

SXSW Interactive • Web Directions @Media • Future of Web Design • IA Summit • IxDA WebDevConf • ESAD Web Talks • CS London • DIBI • Interactivism • Refresh • Ffwd.pro

Recommendations 40 more on LinkedIn

- **"Paul's a strong design leader, and a class act** - I hope our paths cross again." (Emmet Connolly, VP Product Design, Intercom)
- **"Paul's a phenomenal design leader, the best manager in my career.** He held me accountable, pushed my craft and **contributed significantly to my growth.**" (Kieren Messenger, direct report)