

TJ Anderson

Product Designer · UX Researcher · Workshop Facilitator · Finance, Fintech & SaaS · 10+ years · Remote
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PROFILE

Senior product designer and UX researcher with over 10 years' experience across finance, fintech, e-commerce, utilities, publishing and B2B SaaS. Research-led, holistic design thinking, comfortable in Agile and Waterfall environments. Seeking fully remote contract and freelance roles.

EXPERIENCE

Product Designer · Coastarian Creative *Freelance, Remote* · Aug 2023 – Present

Product design and UX for mission-driven organisations. Alongside client work, co-founded and ran a hospitality business – a deliberate step back from tech, now operating independently.

Product Designer · Brain in Hand *Contract, Remote* · Feb – Jul 2023

Redesigned user management for a B2B SaaS platform serving 25,000 users. Led stakeholder interviews, CST shadowing and data mapping across legacy systems. Designed a unified user profile as a single source of truth, from research to tested prototypes.

User Experience Designer & Researcher · Car & Classic *Remote* · Aug 2021 – Oct 2022

First UX hire in a new Product team at Europe's largest classic car marketplace. Established UX practice, contributed to design team growth, and delivered across search, browse, listing, auctions and seller tools.

SELECTED CONTRACT & AGENCY WORK

Role	Company	Key work
Senior UX Designer	BrilliantBasics (Swedbank)	Liquidity dashboard for business banking, Stockholm – MVP definition, experience design
Senior UX Designer	TH_NK (Littlewoods)	Discovery for new financial credit products – mobile framework, workshops, board wireframes
Senior UX Designer	AKQA (H&M)	UX redesign of H&M Club membership – high-fidelity user testing, component specifications
Senior UX Designer	Utility Warehouse	Legacy content redesign and migration for a major UK utility provider
UX Designer	Zalando	Inspire & Engage – e-commerce buying funnel (Berlin)
UX Designer	Post Office	Ten-month contract redesigning user experiences across Post Office services
UX Designer	LloydsBank	Product site for Club Lloyds enhanced current account (1 yr 3 mos)
UX Researcher	Sutherland Labs	Sky & Facebook usability study – scripting, moderation, task analysis
Senior UX Designer	Omobono	B2B website content and architecture redesign

Earlier: UX Designer – Hearst Magazines, Large Blue, MICROS eCommerce (2012–13) · Junior Experience Architect – LBi (2011–12) · Seven years freelance in London, Barcelona and Kenya.

EDUCATION

MA Interactive Media · London College of Communication, UAL 2011

Usability, User-Centred Design, HCI. Dissertation: exploratory consumer behaviour in e-commerce.

BA Art Photography · City College of New York 2008

SKILLS

Research Stakeholder interviews · user shadowing · usability testing · task analysis · journey mapping · card sorting · heuristics

Design End-to-end UX/UI · IA · wireframes · prototyping · interaction design · accessibility (WCAG)

Facilitation Design thinking workshops · design crits (sync & async) · Lean UX Canvas · remote facilitation via Loom

Leadership Requirements gathering · Agile & Waterfall · cross-functional collaboration with PMs, BAs and engineers

Tools Figma · Sketch · InVision · Miro · Jira · Axure · Adobe Creative Suite