ZACHARY WHITELY
PRODUCT AND UX DESIGN LEAD

To get in touch, [complete the contact form on my website](#).

Product & UX Design Lead | Healthtech, Service Design, and Research Strategy

I design inclusive, data-informed tools—particularly in healthcare and public service. With over 15 years' experience across UX, service design, and digital operations, I build intuitive products through collaborative design and research that meet real-world needs.

Outside of work, I run, cycle, and do calisthenics, and I'm currently studying French. I also freelance as a photographer and designer within Manchester's music and queer arts scene.

KEY SKILLS

- Product strategy & delivery
- UX design, UI prototyping
- Operations and governance
- User research
- Service design
- Stakeholder engagement & facilitation
- Analytics
- Photography
- French (B1)

PROFESSIONAL EXPERIENCE

Product & UX Design Lead (Fractional Tech Lead) | ND Axon
September 2023 – Present

Projects:
- Employment Passport (for workplace inclusion)
- Neurodivergence screening tool
- Internal operations and governance setup

Achievements:
- Led design of ND Axon's Employment Passport, now adopted in NHS and commercial pilots for neurodivergent hiring.
- Established end-to-end UCD practice, defining standards, tools (ClickUp, Figma), and cross-functional workflows.
- Designed team operations and governance structures to support early-stage health-tech delivery.

Interaction designer / consultant | Mastek
November 2021 – February 2025

Projects:
- NHS patient engagement portal ('Book my blood appointment')
- NHS Jobs applicant tracking system (NHS BSA)
- Cumberlege surgical questionnaire (NHS Digital)
- Pulsant quotation tool (PowerApp)

Achievements:
- Designed GDS Beta-standard patient questionnaire using NHS prototype kit and Figma.
- Led UX for NHS Jobs and other platforms with inclusive, component-driven design.
- Managed cross-disciplinary stakeholder groups including clinicians, analysts, and patient reps.
- Introduced collaborative workflows across NHS Digital using Slack, Notion, and Miro.
- Contributed to NHS and GOV.UK UI communities to improve system-wide components.

UX/UI designer l Freshfields Bruckhaus Deringer

May 2020 – November 2021

- Expanded the design system from MVP to full UI library using Zeroheight and Storybook.
- Coordinated builds with developers across Mendix, React, Angular, and Salesforce.
- Designed the FT Asia award-winning app for Justice Centre Hong Kong.
- Led UX for mass claims case tools and candidate portals (e.g., Stephen Lawrence scheme).
- Consulted on legal tech apps and developed a design/analytics toolkit.
- Collaborated globally, adapting design to diverse local contexts.

User researcher l N Brown

July 2019 – May 2020

- Defined and implemented UX research strategy and toolkit.
- Introduced moderated testing, card sorting, tree testing, and ResearchOps governance.
- Co-developed a UX playbook (tone of voice, design standards, content strategy).

User researcher / web analyst l The General Medical Council

October 2016 – July 2019

Led UX research and digital analytics for GMC and MPTS services. Defined research strategy, facilitated GDPR-compliant user testing, and supported web rebuilds including intranet and microsites. Delivered audience personas, analytics specs (GA/GTM), and stakeholder dashboards. Introduced new research tools (Hotjar, Lookback, OptimalWorkshop) and co-authored a user-centred content strategy. Advocated for inclusive design by engaging underrepresented user groups.

Web analyst/marketing project manger l Curtin University

February 2015 – August 2016

Implemented project management software across university marketing; led training and adoption. Redesigned campaign reporting strategy and developed a scalable analytics framework for central teams.

Workforce analyst/QA officer l Chandler Macleod

August 2012 – November 2014

Supported high-volume recruitment analytics for the Gorgon LNG project. Delivered QA and competitive intelligence processes covering 22,000+ reference checks and 42,000+ candidate enquiries.

Project coordinator l FORM

May 2008 – September 2010

Managed digital infrastructure and communications for large-scale cultural programmes. Secured public funding for IT upgrades and implemented CRM and social media strategies.

Research assistant I Curtin University

August 2007 – March 2008

Conducted statistical modelling and data analysis for sustainable tourism research. Contributed to academic publications and supported project delivery.

Marketing coordinator I Rayner and Associates

October 2005 – August 2007

Produced digital and print marketing content, managed design output, and wrote media copy for campaigns and press features.

CREATIVE AND FREELANCE WORK

Freelance Photographer & Graphic Designer I Self-employed

Ongoing

Create visual content for commercial, cultural, and music-related clients across the UK. Projects include portrait photography, gig posters, and brand assets. Active collaborator within Manchester's queer arts scene and co-founder of Bent Hedonism.

EDUCATION

2025 (ongoing)	Level 4 Digital Product Manager (v1.0) (IFATE: v1.0)	QA
2024	DELF B1 French diploma	Institut Français Royaume-Uni
2007	Bachelor of Arts (Communication & Cultural Studies)	Curtin University
2007	Bachelor of Commerce (Public Relations)	Curtin University

COURSES AND CERTIFICATIONS

2024	Graphic design theory	Udemy
2023	Agile Service Design	School of Good Services
2023	Affinity Designer / Affinity Photo / Affinity	Udemy
2022	Certified Usability Analyst	Human Factors International
2022	Responsive Web Design Essentials - HTML5 CSS3 Bootstrap	Udemy
2018	Advanced Google Analytics	Chartered Institute of Marketing
2016	Google Analytics (GA) for Beginners / Advanced GA / Google Tag Manager Fundamentals	Google Analytics Academy (online)
2015	Fundamentals of Project Planning and Management	University of Virginia (online)

MY TOOLKIT

- **Design:** Figma, Affinity Suite, Balsamiq, NHS/Gov.UK kits
- **Research:** Optimal Workshop, UserZoom, Notion
- **Dev:** HTML/CSS, JavaScript, Tailwind CSS
- **CMS:** WordPress, Sitecore, Salesforce
- **Project & Ops:** ClickUp, Jira, GitLab
- **Data & Visualisation:** Power BI, Tableau, Google Data Studio
- **Docs & Discovery:** Miro, Lucidchart, Visio