

# STU SEDDON

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## PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years' contract experience delivering user-centred digital products across energy and government platforms at scale. I have a track record of turning research insights into measurable outcomes, including a 2.1 → 4.3 App Store rating uplift, and a 78% reduction in misdirected service requests. I'm skilled in end-to-end product design, from discovery through delivery, working embedded with product, engineering, and analytics teams in agile environments.

## KEY SKILLS

Product Design · UX/UI · User Research · Prototyping · Design Systems · Workshop Facilitation · Agile · Stakeholder Management · Data-led Design · Accessibility (WCAG)

## TOOLS

Figma · FigJam · Sketch · Miro · Photoshop · HTML/CSS

## CONTRACT EXPERIENCE

### Product Designer | E.ON Next (remote)

Oct 2025 – Present

Designing customer-facing experiences for the E.ON Next app serving millions of UK energy customers.

- Running cross-functional workshops to align product, design, and engineering
- Creating and testing prototypes to improve usability and task success
- Moderating user testing sessions to inform product decisions

### Product Designer | So Energy (remote)

Jan 2025 – Sep 2025

Led design of a customer app serving ~300k households.

- Shaped end-to-end journeys across account management and billing
- Ran workshops and validated concepts through user testing
- Collaborated with product and analytics teams to optimise performance

### Facilitator | Design Sprint X (remote)

Jan 2024 – Present

- Facilitating design sprints to rapidly solve product challenges.
- Leading ideation, prototyping, and user testing with cross-functional teams

### Product Designer | British Gas (remote)

Dec 2022 – November 2024

Designed experiences for an app used by ~2M customers.

- Improved App Store rating from 2.1 → 4.3
- Led user research, prototyping, and stakeholder workshops
- Built scalable design components and improved delivery workflows

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### **Product Designer | bp (remote)**

**Jun 2021 – Dec 2022**

Global fleet management platform used across international markets.

- Ran workshops, prototyping, and user testing across complex journeys
- Delivered scalable UX solutions across international markets

### **UX Designer | British Gas (Staines)**

**Jul 2019 – Jun 2021**

Billing and complaints journeys handling ~200k complaints annually across digital channels.

- Identified that 46% of web chats were misrouted, then designed a triage-based complaints flow that correctly routed users to the appropriate channel
- Increased web chat adoption from ~2–3% to ~10%, shifting users toward faster, lower-cost resolution channels
- Reduced volume of misdirected complaints reaching agents, improving operational efficiency and customer satisfaction

### **Interaction Designer | DWP (London)**

**Jul 2017 – Jun 2019**

Designed for Universal Credit, a service supporting 20M+ UK citizens.

- Redesigned terminal illness journey, improving accuracy in a high-risk user flow
- Reduced incorrect callback rate by 78%, lowering operational cost and improving experience
- Improved usability of complex claim journeys through research-led design
- Delivered solutions aligned to GDS standards for accessibility at national scale

## **E D U C A T I O N**

BA (Hons) Graphic Design — Staffordshire University

## **A D D I T I O N A L**

UK-based · Open to remote · Available immediately