

# Guy Wellesley

## Product Designer

### SUMMARY

An award winning Product Designer with over 7 years experience and a proven track record at designing great user-centric products that attract & convert new customers, increase engagement & adoption, and reduce churn.

### EXPERIENCE

#### Flipdish – Product Designer

December 2021 – Present

Working within several agile product teams to produce a best in class online ordering platform, offering an ecosystem of B2B2C products. Researching all customers, both B2C & B2B. Running workshops & design sprints using design thinking to define user problems & solutions. Creating high fidelity, interactive prototypes and testing them to understand assumptions. Maintaining a comprehensive suite of design systems across all channels.

#### Epos Now – Lead Product Designer

February 2020 – December 2021

Whilst still responsible for the user experience and design for all Epos Now products, I also have the added responsibility of leading a small team as well as the website & graphic communications.

#### Epos Now – Product Designer

June 2016 – February 2020

Responsible for every stage of the design process, making decisions based on research & pioneering design innovation by observing and listening to customers. Reporting directly to the CEO & working with product owners, developers plus other stake holders. Creating high fidelity, interactive prototypes & delivering an ecosystem of high quality products. These products include the POS system, the industries first AppStore, an award winning Kitchen Display Screen & the Back Office Management System.

#### Epos Now – Digital Designer

August 2015 – June 2016

Responsible for web design and the graphic communication for Epos Now, whilst adhering to brand guidelines.

#### Innershed – Web Designer

August 2013 – August 2015

Working closely with clients as a designer for an agency specialising in bespoke websites & branding.

### FREELANCE

**Fill.io** – Web app for PDF contracts & forms

**Pickr** – Website for a recruitment app

**Rehook** – Branding for an innovative bike tool

[www.guywellesley.com](http://www.guywellesley.com)

[guy.wellesley@gmail.com](mailto:guy.wellesley@gmail.com)

+44 7788 583448

### EDUCATION

#### Norwich University College of the Arts

BA Honours,  
Graphic Communication

Graduated 14th June 2012

Learned the importance of an idea, how take one or several and develop as far as possible.

### AWARDS

#### New York Design Award

Gold Award

Award attained for the Epos Now product, Kitchen Display Screen.

### SKILLS

Product Design • UX • UI • User Research • Data Analysis • Design Thinking • Personas • Journey Mapping • Wireframing • Prototyping • Moderated & Unmoderated User Testing • Product Strategy

Design Systems • Branding • Brand Strategy • Logo Design • Style Guides • Typography • Iconography • Illustration • iOS App Design • Android App Design • Web Design

Figma • Sketch • Adobe Creative Suite • Photoshop • XD • Illustrator • Indesign • Invision • Marvel • Vision Presentation • Email Design • Print Design • Packaging

Knowledge of HTML • CSS • React • Javascript • Wordpress

### OTHER INTERESTS

#### Shotokan Karate

I am a black belt 3rd dan and also used to teach it!

### REFERENCES

#### Alan McCarthy

Head of Product Design at Goatpath

+353 87 6739667 | [info@alanmccarthy.ie](mailto:info@alanmccarthy.ie)

#### Sam Pavitt

Head of Product at Gatekeeper

+44 7725 476609 | [sampavitt@icloud.com](mailto:sampavitt@icloud.com)