



# Tony Palmer

Head/Director of Product Design

## 👤 Profile

I'm a hands-on Product Design & UX leader with over 17 years of experience across B2C and B2B. I bring expertise in web, mobile, SaaS/PaaS products and platforms, and scalable design systems. Proven track record in building and leading multi-disciplinary and cross-functional teams, driving design influence, scale, and impact to enhance business outcomes and customer experiences. Passionate about solving complex problems and amplifying the role of design in shaping business strategies, products, and culture.

## 📁 Employment History

### Head Of Product Design at NewDay

July 2021 — January 2025

Leading the design function across NewDay, spanning customer acquisition, online account management, marketing sites, embedded finance, BNPL, Platform-as-a-Service (PaaS), live chat, IVR, developer portal, internal management systems and RISE design system. Heading up a diverse and multidisciplinary team of 16 designers across 18 product teams, from Associate Designers to Senior Managers, to deliver cohesive, user-centred experiences and embedding design thinking and data-driven insights across all touch points.

#### Responsibilities

- Overseeing all design output at NewDay across web, mobile, PaaS, and external, ensuring cohesive, optimal, and user-centered experiences.
- Owning the vision, strategy, and roadmap for RISE, our unified design system, and driving its adoption, maintenance, and evolution across all platforms, products and brands
- Creating and articulating a clear design vision and strategy to guide and align teams towards achieving business objectives.
- Playing a key role in strategic planning, aligning with product priorities and business objectives while ensuring design strategy is effectively integrated into quarterly roadmaps.
- Advocating for design thinking, promoting best practices, and ensuring speed, quality, accessibility and inclusion standards are met across the product, design, and delivery process.
- Managing and mentoring a team of in-house and external designers and establishing career pathways and development frameworks.
- Maturing a design and research practice within a highly regulated and commercial environment, demonstrating the value of design and overseeing a £1.5M design and supplier budget.
- Embedding and evolving a design process with cross-functional teams that compliments agile methodologies, adopts a test-and-learn approach and streamlines process and delivery.
- Attracting, hiring, and retaining great design talent to build a high-performing, motivated and ownership driven design team.
- Engage with external clients to ensure their credit experience is optimal and delivers user and business goals as they utilise NewDay' PaaS.

## Contact

07903618137

[tony@tonypalmer.co.uk](mailto:tony@tonypalmer.co.uk)

Kent, UK

[linkedin.com/in/tonypalmer86/](https://linkedin.com/in/tonypalmer86/)

## Portfolio

[www.tonypalmer.co.uk](http://www.tonypalmer.co.uk)

## Expertise

Design Leadership

Team Management

People Leadership

Stakeholder Management

Design Vision and Strategy

Product Strategy and  
Management

Agile Methodologies

Storytelling

## Craft Skills

Design Thinking

Workshop Facilitation

Service Design

User Experience

User Research

UI Design

Journey Mapping

Information Architecture

Interaction Design

Design Systems

Responsive Design and  
Native Apps

Lean UX

## Achievements

- £22M+ in business impact from design-led revenue and cost savings
- Launched 'Rise' design - cut accessibility issues by 43%, increased squad velocity by 16%, saving £800k/year with £3.4M projected at full scale.
- Embedded HEART framework across product teams - lifted user satisfaction by 18% (NES/NPS) and cut post-launch issues by 25%.
- Created Product Design Playbook, halving onboarding time and standardising delivery across 18 squads.
- Led end-to-end design of the John Lewis Credit Card journey, delivering a high-performing, user-centred experience.
- Implemented a centralised JIRA board, improving visibility, capacity planning, and cutting delivery delays by 30%.
- Implemented Dovetail, cutting research and validation lead time by 40%, enabling 35+ contributors, and reaching 47% org-wide adoption.
- Launched Product Design Guild, scaling from 15 to 85 attendees (+467%) and driving stronger cross-team alignment.

## Senior Manager, Product Design at NewDay

August 2018 — June 2021

I established and scaled NewDay's design and research function from 1 to 8 designers, introducing user-centred processes, research methodologies, and accessibility standards. My hands-on work spanned SaaS, B2C, and B2B products, including the online account manager, internal management systems, and the research and design of new arrears management and CRM products. I enabled platform-wide consistency by shaping shared data models and services, implementing a design system for the internal management systems, and delivering cost-saving features. I also led major regulatory initiatives, such as PSD2 and KYC and shaped roadmaps to meet business and user goals.

## Responsibilities

- Establishing a new design and research practice into an emerging product model amidst a digital transformation.
- Embed a collaborative design process with Product, Engineering, Brand, and Marketing, integrating into agile workflows that prioritises research, user centricity, and data-driven insights.
- Attracting, hiring, and retaining design talent to build a high-performing, motivated and ownership driven design team.
- Managed a team of designers delivering end-to-end design and research across NewDay's online account manager and internal management systems.
- Lead designer of NewDay's online account manager, delivering new features, conducting research, user interviews, product optimisations, UX enhancements, and visual designs.
- Lead designer of an internal management system, delivering new features, shaping shared data models and service architecture, conducting research, agent interviews, facilitated workshops, implementing a design system and maintained a shared component library.

## Achievements

- Scaled design team from 1 to 8 in 6 months, enabling full squad coverage and removing bottlenecks.

- Cut time-to-hire by 50% and improved candidate quality by redesigning recruitment and screening to assess design craft, mindset, and problem-solving ability.
- Moved team into an embedded squad model, speeding up delivery by 40% and strengthening cross-functional collaboration.
- Embedded user-centred design, research best practices, and accessibility standards—reduced accessibility issues by 22%, cut design lead time by 48%, and scaled user testing from 10 studies/year to 22/month.
- Designed internal arrears tool, increasing agent satisfaction to 86% (up from 47%), cutting training time by 63%, agent handling time by 32%, and increasing customer resolution rates by 24%.
- Redesigned online account manager—cut onboarding time by 22%, deflected 620+ calls/month from call centre, improved PSD2 compliance to 100%, and won ECCCSA Gold for Most Effective Digital Customer Experience.

## **Senior User Experience Designer at lastminute.com**

June 2013 — June 2018

I led the UX vision for the flights product, focusing on improving the end-to-end booking experience across web and mobile. I led a talented team of UX/UI designers and Researchers, fostering collaboration and ensuring alignment across multiple projects. Later, I took the lead in designing group homepages for the groups flagship brands (Lastminute.com, Bravofly, Rumbo, and Volagratis), as well as marketing, CMS, and media sites.

### **Responsibilities**

- Embed a user-centred process within the product team, ensuring design principles are integrated into agile workflows.
- Oversee the design process in an agile environment, including backlog reviews, defining design requirements, and setting sprint goals alongside cross-functional teams.
- Design and deliver new features, optimisations, and UX enhancements for the flights booking experience, marketing pages, and destination pages.
- Plan and participate in user research initiatives, including in-lab usability testing, external studies, and interviews.
- Produce high-quality wireframes, prototypes, UX specifications, and polished visual designs.
- Drive improvements to group homepages, destination pages, CMS pages, and search experiences.
- Manage a team of UX/UI designers and Researchers, set and align team priorities, capacity, and project allocation while supporting their growth and development.
- Collaborate with commercial and media teams to integrate media and design requirements across core website pages.

### **Achievements**

- Guided the team through the Sabre IPO and Bravofly Rumbo acquisition, adapting to rapidly changing business strategies and design priorities.
- Drove the UX vision and responsive design of a white-label flight booking journey across flagship brands (lastminute.com, Bravofly, Rumbo, Volagratis) for web and mobile.

- Delivered new features, UX optimisations, and commercial initiatives—boosting conversion by 8% and increasing average booking value by 12%.
- Delivered a white-label search and homepage experience using a modular card-based layout - boosted conversion by 4% across 1.3M weekly visitors, increased successful searches by 24%, lifted CTR to 12%, and reduced bounce rate by 7% post-launch.

#### **User Experience Designer at Dwell Retail Ltd,**

January 2012 — June 2013

#### **UX / UI Designer at The Green Home Company (Contract)**

September 2011 — December 2011

#### **Digital Designer at DFUSION (Contract)**

June 2011 — September 2011

#### **Web Designer at ecce**

March 2010 — May 2011

#### **Founder, Design Freelancer at designfella.co.uk (Self-employed)**

July 2008 — March 2010

### **Awards & Certifications**

#### **Awards**

- ECCCSA - Most Effective Digital Customer Experience (Gold)
- DXA'20 - Digital Change & Transformation Financial Services (Gold)
- DXA'20 - Use of Data Analytics & Insight (Silver)
- VAG - Transformation Programme of the Year (Winners)

#### **Certifications,**

- Nielsen Norman Group - Certified User Experience Designer
- Nielsen Norman Group - Certified Specialist in UX Management
- Scrum Alliance - Certified ScrumMaster