Available for a new challenge

# A design leader who still loves getting into the detail



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2024-Present

# Product design
# AA-X Ventures

**Connected Cars | Product Strategy | Design Leadership**

At AA-X Ventures, I led product design for Vixa, The AA's connected-car service. Working with engineers, mechanics and data scientists, I helped turn complex vehicle data into useful advice for drivers—from understanding battery condition to knowing when something needed attention.

## The challenge — Battery health isn't quite as simple as it sounds

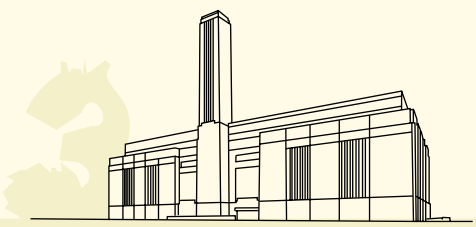
Vixa could use predictive models to detect battery deterioration, but customers had a more immediate question: will my car start? Health and charge are not the same, and the data could not promise certainty. We needed to explain the distinction clearly, without causing unnecessary worry or overstating what the technology knew.

## The approach — Getting under the bonnet of the data

I worked with mechanics and data scientists to understand the readings, question assumptions and decide what drivers actually needed to know. We refined explanations of battery health and charge, when to surface alerts and what action to suggest. Customer research helped keep the experience grounded in real concerns rather than the data we happened to have.

## The bigger picture — More than just a battery problem

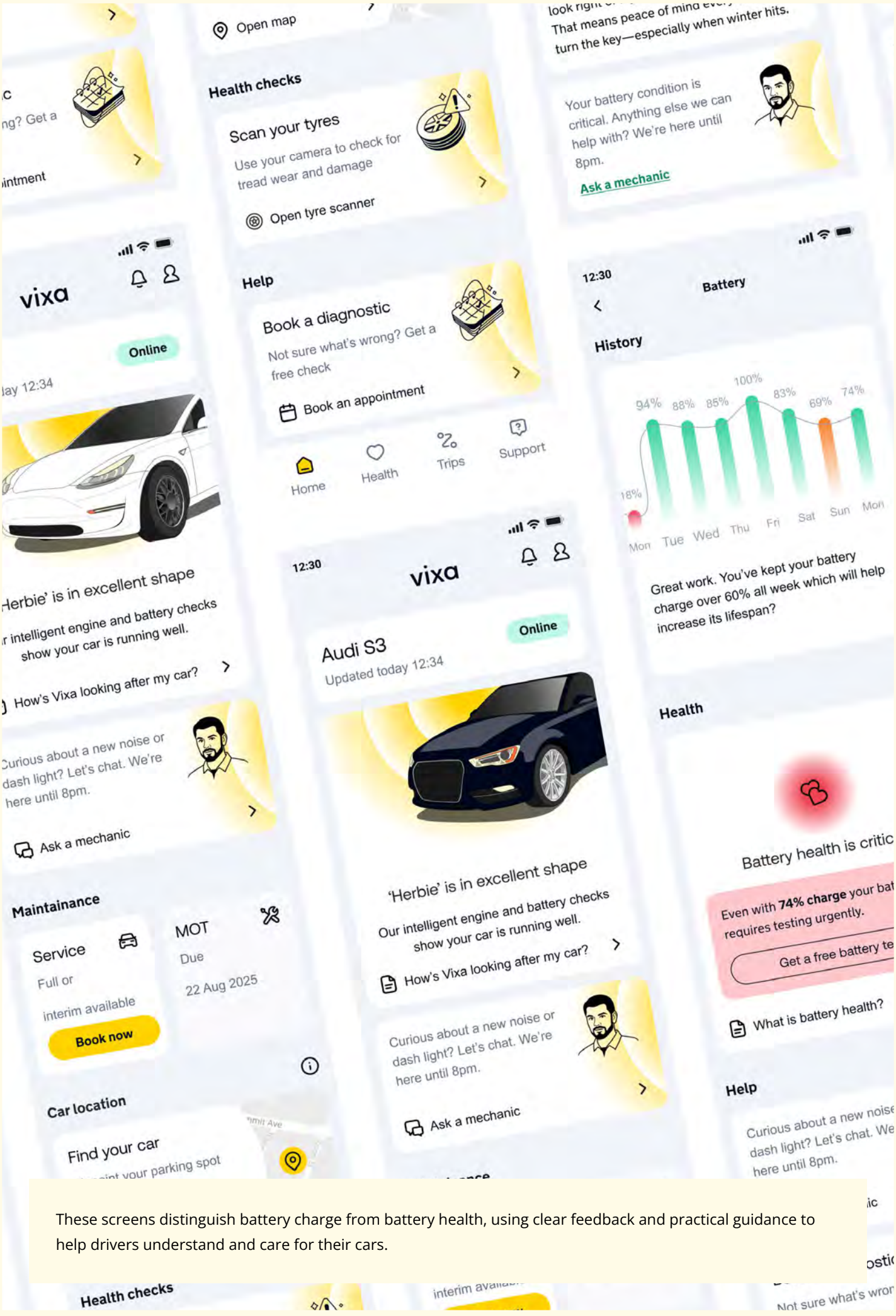
The same principle shaped our approach to connectivity and dashboard warnings: be honest about when a device last checked in, and explain what a warning means rather than merely displaying it. My remit later expanded to support designers across Driving School, Vehicles and Warranty, alongside jointly leading The AA's accessibility programme. Across both product and leadership work, the aim was clarity people could trust.



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These screens distinguish battery charge from battery health, using clear feedback and practical guidance to help drivers understand and care for their cars.

2021-2024

# Product design GfK

**Data Intelligence | AI & Analytics | Design Leadership**

At GfK, I led design across premium analytics products before moving to the core gfknewron Market platform and retail proposition. Working hands-on with designers, data scientists and product colleagues, I helped explore more meaningful ways to present complex market information.

## The challenge — Finding meaning in an abundance of information

GfK's sales data could support very different jobs, from planning future promotions to understanding what had just happened. Yet interfaces often relied on dense charts and tables. The challenge was to make the underlying information useful for each decision without passing all its complexity on to the customer.

## The Approach — Understanding the data before designing the interface

I helped the team challenge familiar visual patterns, contributing concepts myself and exploring alternatives with other designers. We experimented with ways to show ranges, proportions and changing trends, while returning to a simple question: what does the customer need to understand or do? That meant getting close to the data as well as the visual craft.

I also encouraged other designers to understand the numbers before deciding how to present them.

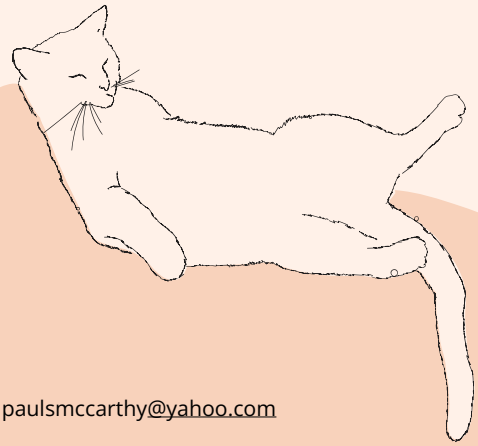
## The Bigger Picture — From displaying data to supporting decisions

Some of that exploration informed Strategic Promo Planner and the later direction of gfknewron Market, where the team worked to bring key signals and insights forward. My contribution was collaborative rather than a single finished screen: helping designers think more broadly, testing different visual possibilities and keeping customer decisions at the centre. Complex data didn't always need to mean a complex experience.

**Rainer Petke**

**PRINCIPAL PRODUCT OWNER**

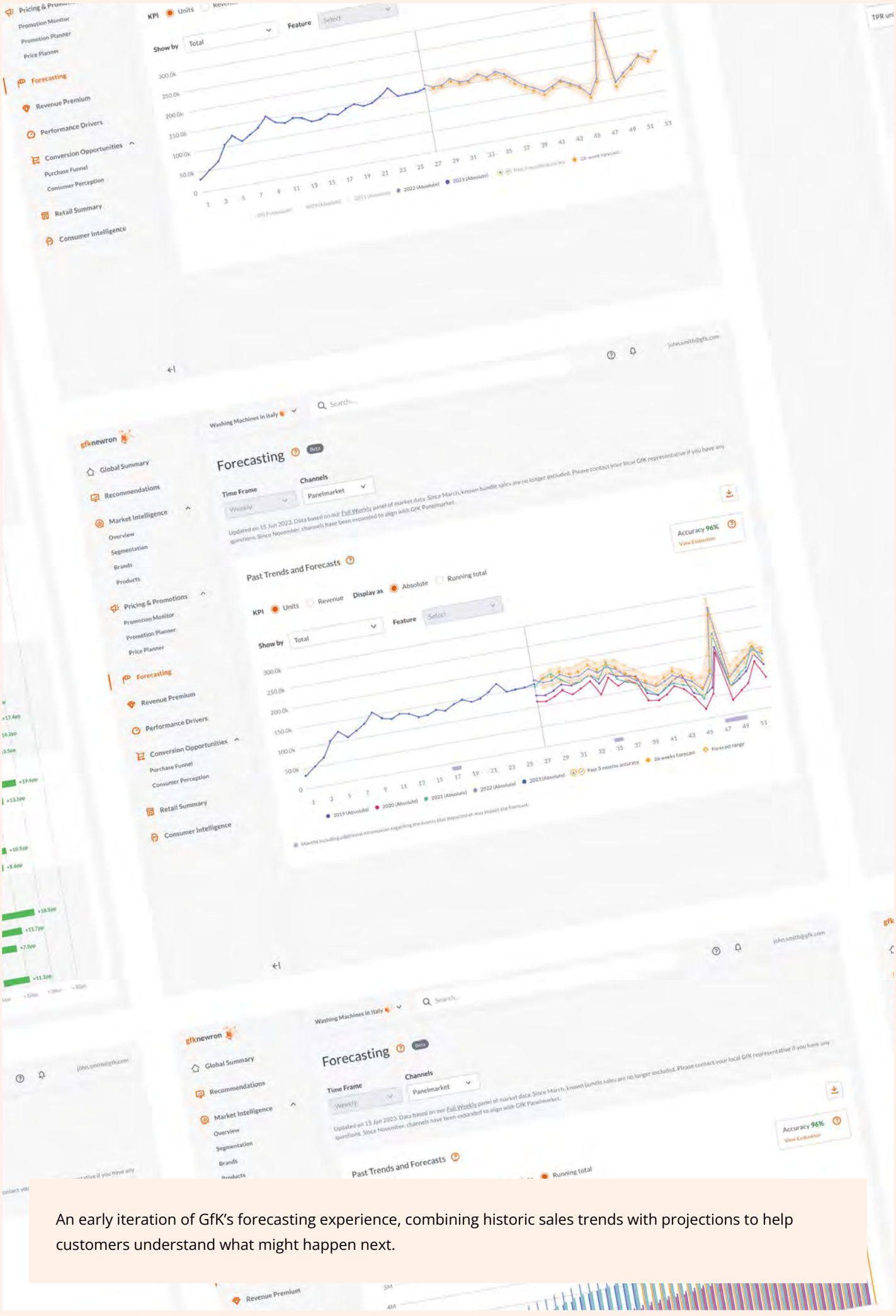
*“In summary, Paul is a brilliant designer with a unique blend of creativity, intelligence, and collaborative spirit. His work has had a profound impact on our projects, and I have no doubt he will continue to achieve great success in his future endeavors. I highly recommend Paul to any team looking for a top-notch designer who can drive exceptional user experiences.”*



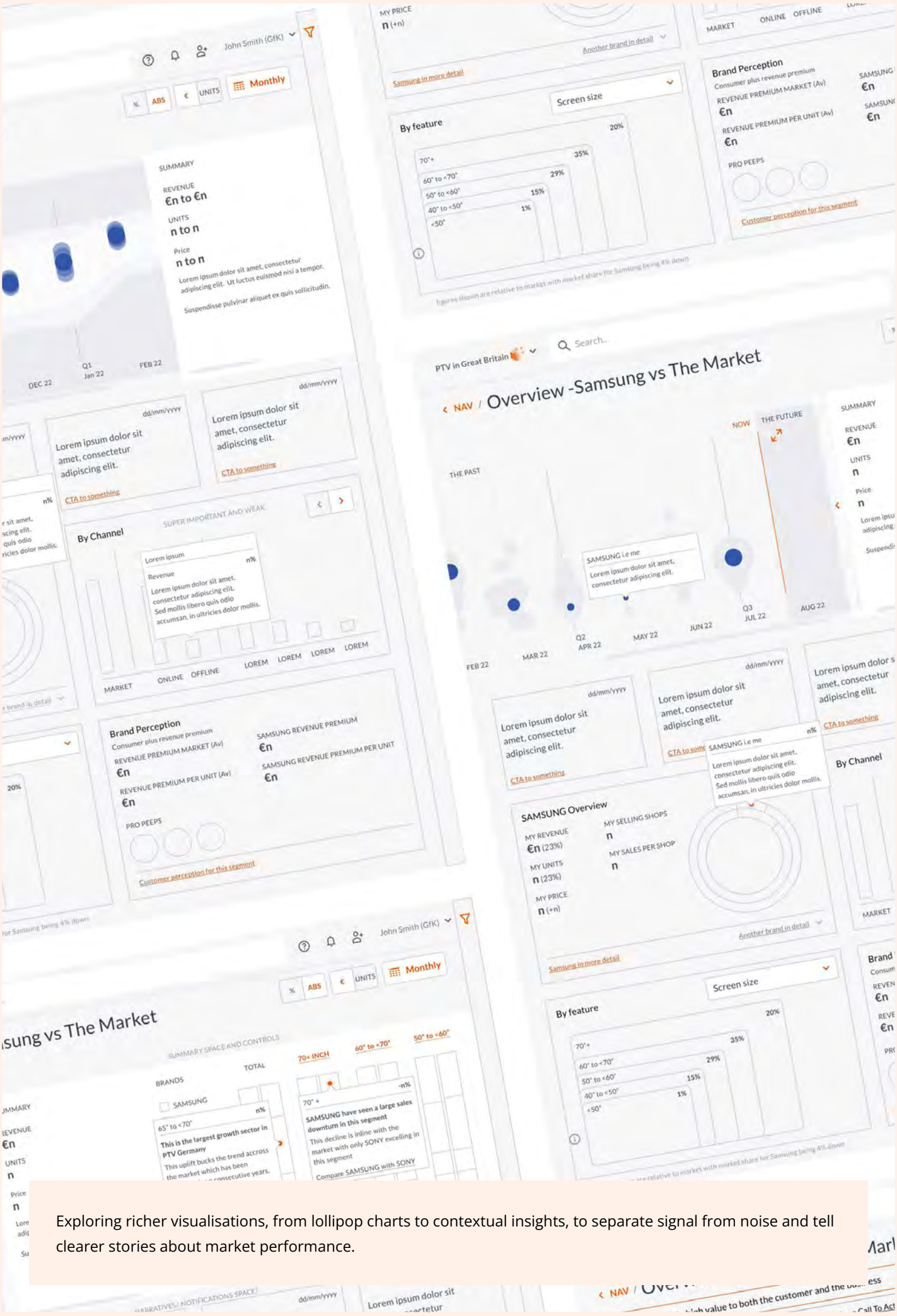
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An early iteration of GfK's forecasting experience, combining historic sales trends with projections to help customers understand what might happen next.




Exploring richer visualisations, from lollipop charts to contextual insights, to separate signal from noise and tell clearer stories about market performance.

2020-2021

# Product design
# Go.Compare

**Product Discovery | Experimentation | Commercial Judgement**

At Look After My Bills, following its acquisition by Go.Compare, I was the sole designer in a small team exploring services beyond energy switching. I worked from customer research and early propositions through to production-ready designs for broadband and insurance.

## The challenge — A cheap deal isn't always a good deal

We questioned whether the cheapest deal alone would persuade people to switch broadband. Customer research showed that speed, reliability and service quality mattered too, especially as more people worked from home. Those findings helped influence the provider offer and how we guided customers towards suitable speeds.

## The Approach — Testing the assumption before building the product

I challenged that assumption through customer interviews and worked with product and commercial colleagues to rethink the offer. Instead of designing around price alone, we considered different customer priorities and what information people needed to choose confidently.

## The Bigger Picture — Small team, quick experiments

Working with a product owner and developer, I helped explore five propositions, combining research with hands-on design and rapid delivery. We progressed broadband to a pilot with around 1,000 existing customers. For me, the important result was seeing customer evidence shape a commercial decision and the experience we built—not simply the interface.

**Dan Sherrard-Smith**
**CHIEF PRODUCT OFFICER**

*"Paul McCarthy is a brilliant designer and an invaluable team player. His significant impact on our projects and his professional and personal qualities make him an asset to any organisation. I highly recommend him for any team looking for a top-notch designer who can drive exceptional user experiences."*

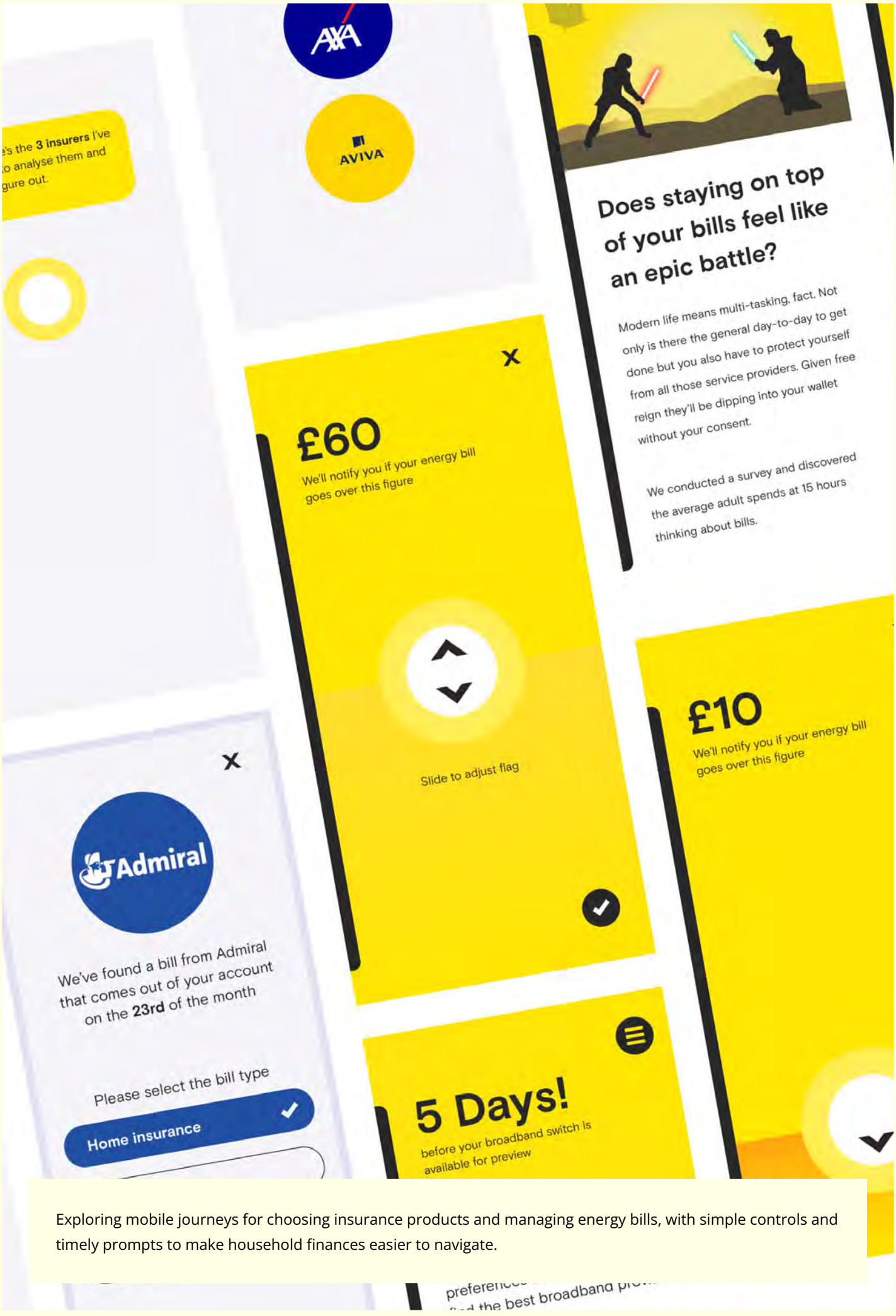




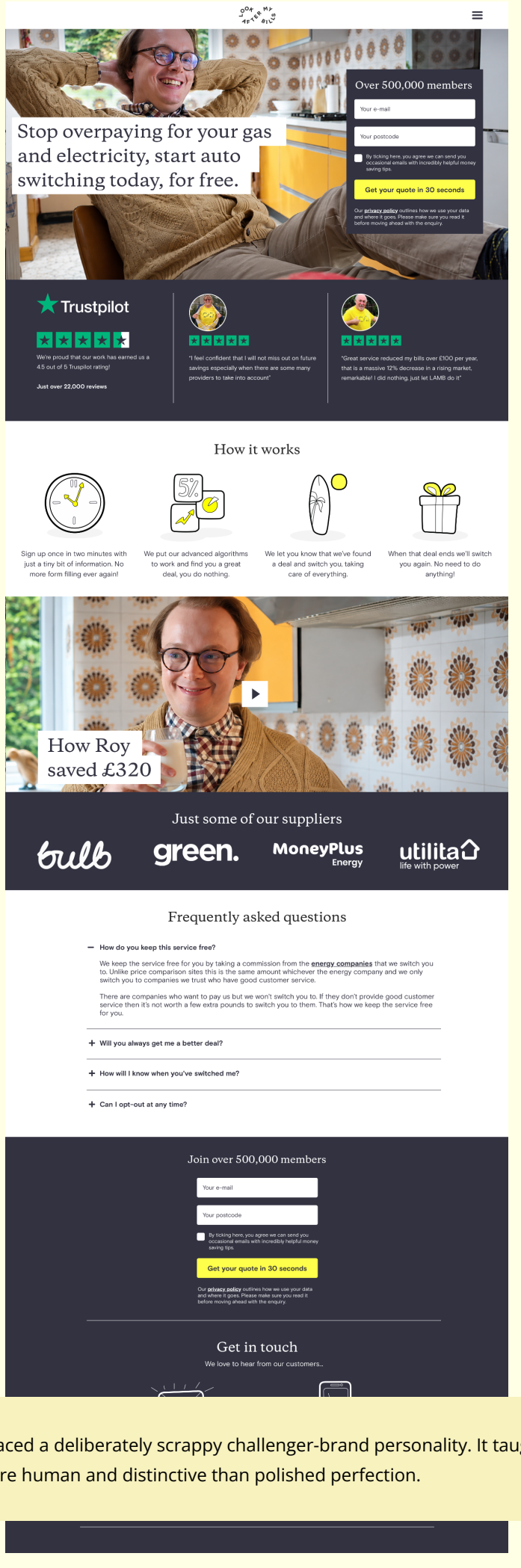
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Exploring mobile journeys for choosing insurance products and managing energy bills, with simple controls and timely prompts to make household finances easier to navigate.




Look After My Bills embraced a deliberately scrappy challenger-brand personality. It taught me that thoughtful imperfection can feel more human and distinctive than polished perfection.

2017-2020

# Principal Product Designer

## Refinitiv

**Visual Craft | Design Systems | Team Leadership**

At Thomson Reuters, subsequently Refinitiv (now part of LSEG), I led UI design within a multidisciplinary team working to bring around 67 financial portals into a more coherent experience. I combined hands-on visual craft with supporting six permanent UI designers and contractors.

### The challenge — From agency vision to working product

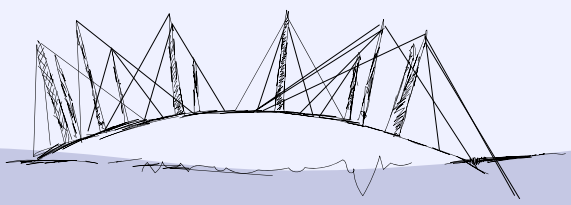
An agency-led visual direction needed to work across dense financial data, varied products and multiple delivery teams. The challenge was to preserve a clear, consistent brand experience while giving designers and developers practical patterns for complex tasks.

### The approach — Adapting the design to fit the data

Working closely with the UX lead and design system manager, I helped refine typography, layouts and reusable components. I designed interfaces myself, supported designers through regular reviews and checked work before development, balancing individual solutions with shared standards.

### The bigger picture — Consistency across a complex platform

The work helped translate an ambitious visual direction into usable, production-ready patterns while maintaining quality through the transition from Thomson Reuters to Refinitiv (now part of LSEG). It reinforced my belief in design leadership that stays close to the craft.



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TABLE COMPONENTS

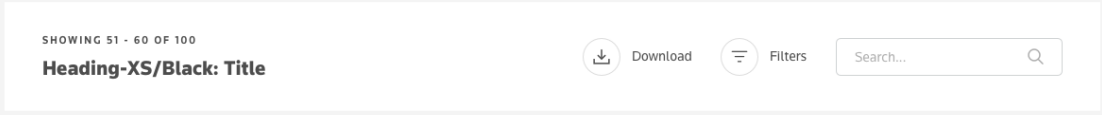
# C.05.02: Wide page table headers

** Note: For full table functionality (download, filters, search), the table is required to be full width. If the table is 2/3 of the width, the table header will still be used; just with the removal of the extra functionality.
** Note: A table header may not be needed when the table component does not have tabs, and is the first component on the page - this is the only scenario.
** Note: If a collumn header is wider than the column cell, the header to the right has a space of 40px between.

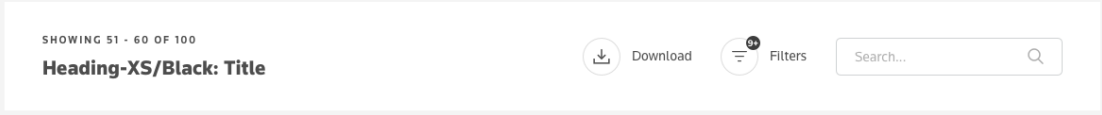
## Guides

### Table headers

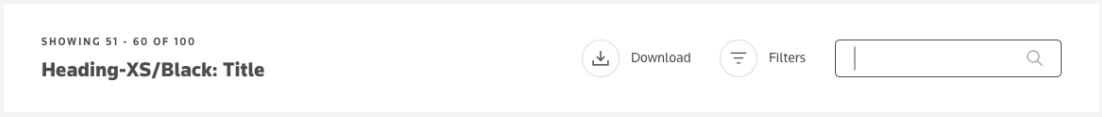
Default



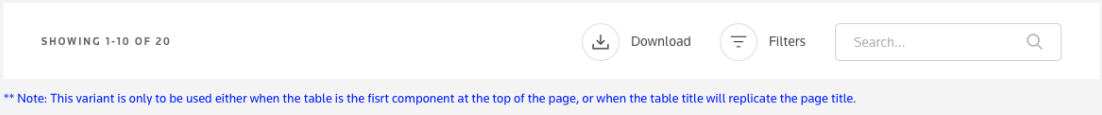

Applied filters




Focused search field




Without title



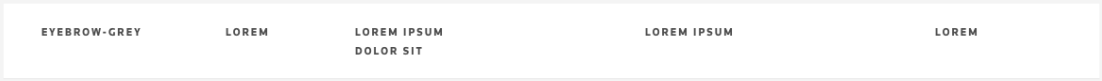

** Note: This variant is only to be used either when the table is the fisrt component at the top of the page, or when the table title will replicate the page title.

### Column headers

Default - one line




Default - two lines




Column level sorting




** Note: Caret is shown on initial hover. If selected, the column will sort by accending. If clicked a second time, the column will sort by decending. If clicked a third time, the column sorting will be turned off and will revert back to the original sorting.

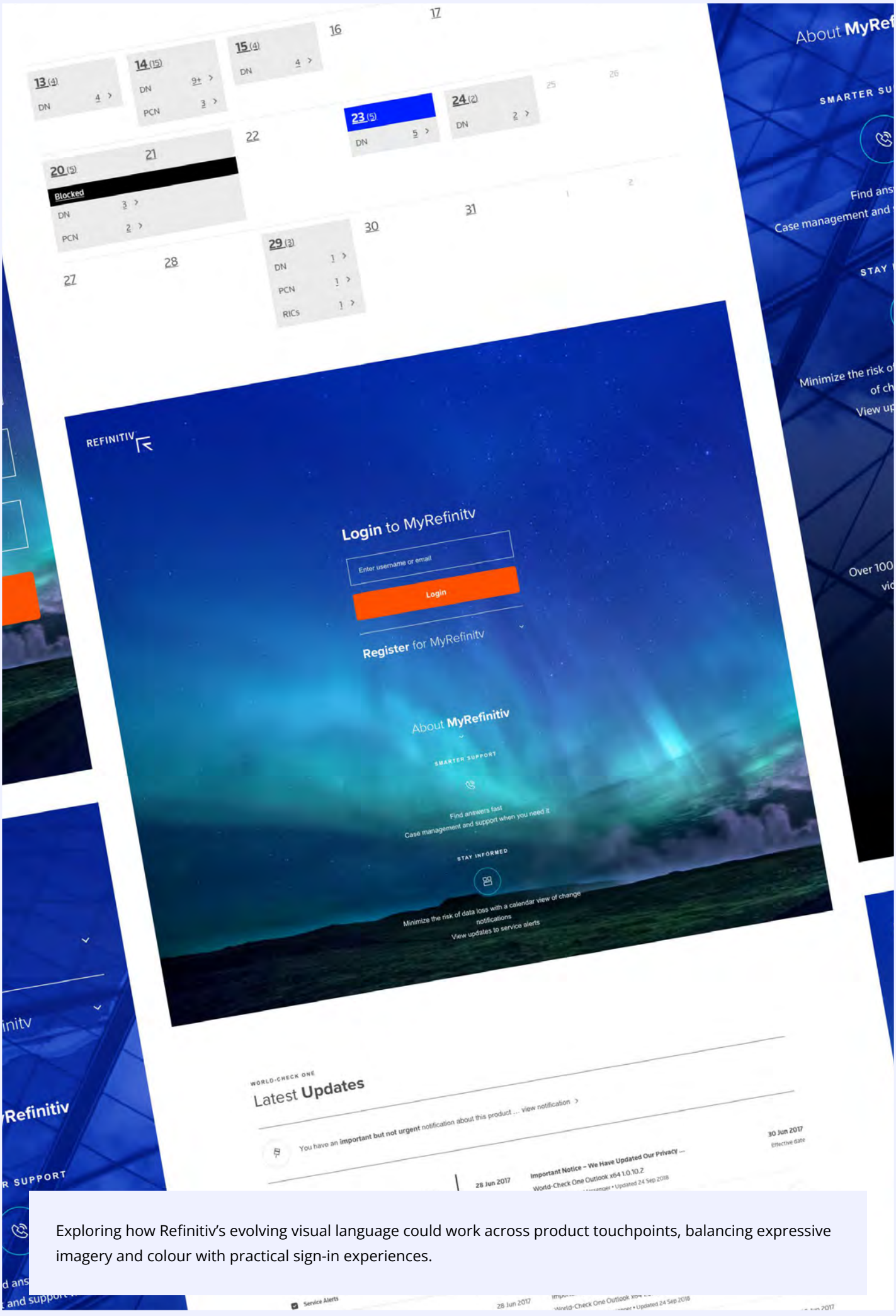
Select all



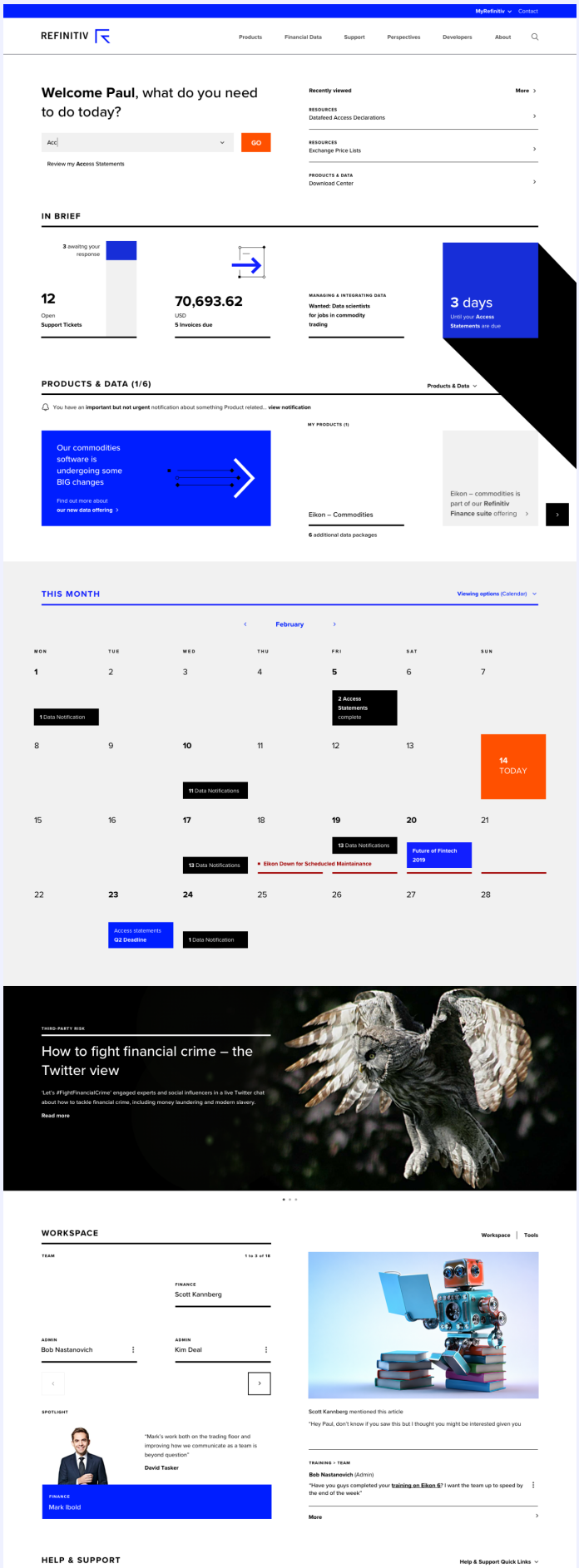

Tooltip trigger



Defining reusable table headers, filtering and sorting states within the design system, bringing greater consistency to dense financial interfaces.




Exploring how Refinitiv's evolving visual language could work across product touchpoints, balancing expressive imagery and colour with practical sign-in experiences.




A dashboard concept exploring how the visual direction could support everyday work, with clearer hierarchy across key information, actions and events.

2014-2017

# Art Director BAE Systems

**Creative Direction | Client Partnerships | Technical Innovation**

As Art Director at BAE Systems Applied Intelligence, formerly Detica, I worked across client engagements, competitive pitches and internal innovation. The role combined creative direction, client collaboration and hands-on design, often addressing unfamiliar and technically complex challenges.

## The challenge — From ambitious concepts to practical delivery

We needed to help clients see possibilities beyond a conventional brief while keeping ideas credible and deliverable. That meant moving confidently between stakeholder presentations, complex digital experiences and unfamiliar technologies, without losing sight of the people who would use them.

## The approach — Leading the work while staying hands-on

Teams were assembled to suit each engagement, from lean specialist partnerships to larger multidisciplinary groups of UX, visual, animation and content specialists. My work ranged from digital strategy for Nationwide and mapping-system discovery for Network Rail to interactive planning concepts and an exploration of LiDAR-enabled remote inspection for Lloyd's Register. I also helped pitch a data-driven customer experience proposition for Now TV. Across the work I translated complex ideas into clear, compelling experiences while remaining involved in the details of design.

## The bigger picture — Applying creativity across different disciplines

One particularly interesting experiment explored LiDAR as a way to monitor ships remotely and identify changes that might inform inspection and maintenance. Working with a colleague, I investigated the technology, developed prototypes and presented the concept for consideration; it was an exploration, not a launched product. Across the role, the common thread was curiosity backed by craft: understanding the technology well enough to give an ambitious idea a convincing, usable form.



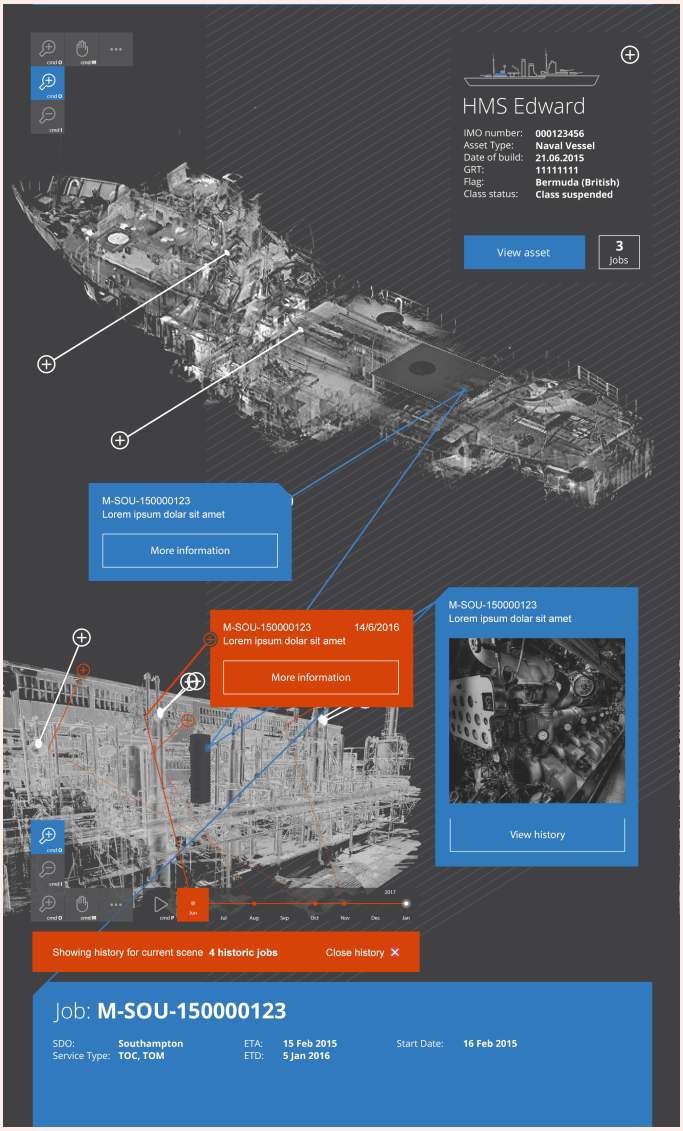
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At BAE Systems, I explored an experimental LiDAR concept for Lloyd's Register, investigating how 3D scans of ships might make remote inspection possible and turning unfamiliar technology into something tangible.

We researched the technology and prototyped an interface for navigating a vessel, highlighting points of interest and reviewing inspection history. The idea was to help inspectors spot changes and identify areas needing closer attention. These screens show an early exploration rather than a launched product.






2017-2020

# Art Direction Vodafone

**Creative Direction | Client Partnerships | Technical Innovation**

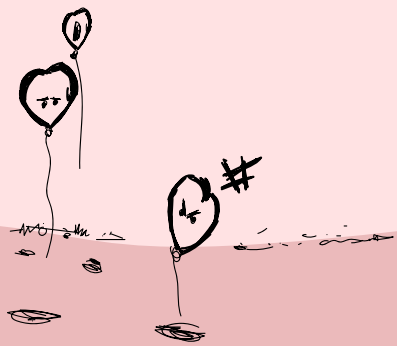
At BAE Systems, I helped our team repeatedly win competitive pitches for three major Vodafone projects: Vodafone.co.uk, My Vodafone and Vodafone.com. Across these engagements I combined creative direction, senior client presentations and hands-on design leadership from pitch through launch.

## The challenge —Three products, three different ambitions

Each engagement had to be earned through a competitive tender, rather than simply renewed as an existing account. The design challenges ranged from consumer services to corporate storytelling, helping Vodafone communicate ambitions beyond phones and tariffs.

## The Approach — Bringing ambition into the detail

Working with Vodafone's art director, I developed and presented concepts and led teams of up to eight designers through delivery. On My Vodafone, I explored interfaces, imagery and motion, including an animated dial. On Vodafone.com, my Stories and Magazine concepts helped communicate what connectivity made possible.



## The Bigger Picture — Creative work that built a relationship

All three projects launched, and repeated competitive pitch wins sustained the client relationship. The work showed how strong creative ideas, senior-level collaboration and careful delivery could build confidence while helping our team earn the next engagement.

**Kevin Yuen**

**PRACTICE LEAD**

*"Paul is a wonderful multi-skilled designer, who applies thought and flair into every design task he takes on.*

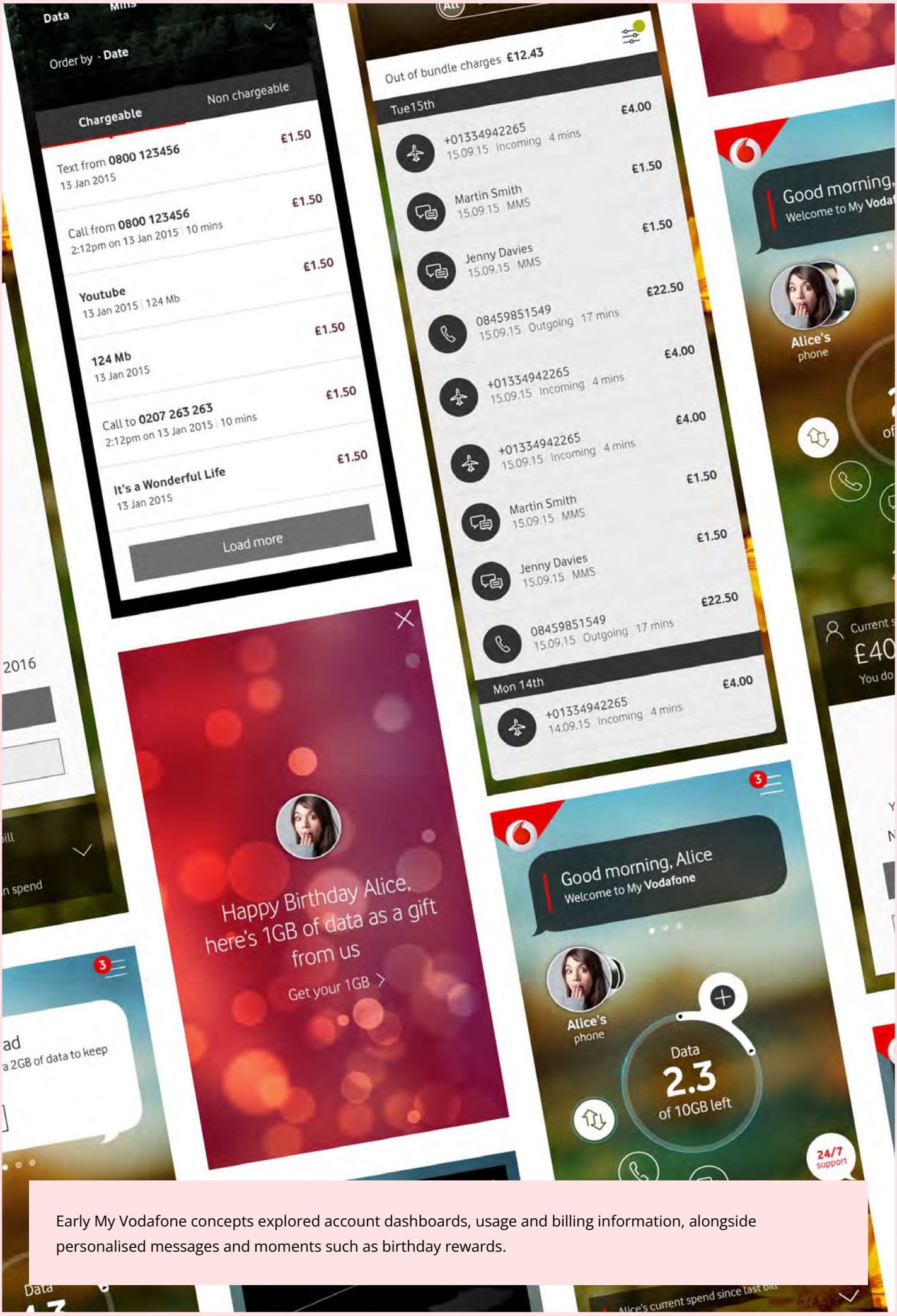
*We worked together on multiple projects - brand refreshes, mobile app redesigns, new product launches, style guides, strategic vision documents, storyboards, board presentations, and many more - and each time Paul would take the essence of the brand, evolve it to the next level and add a sprinkle of personality and warmth."*



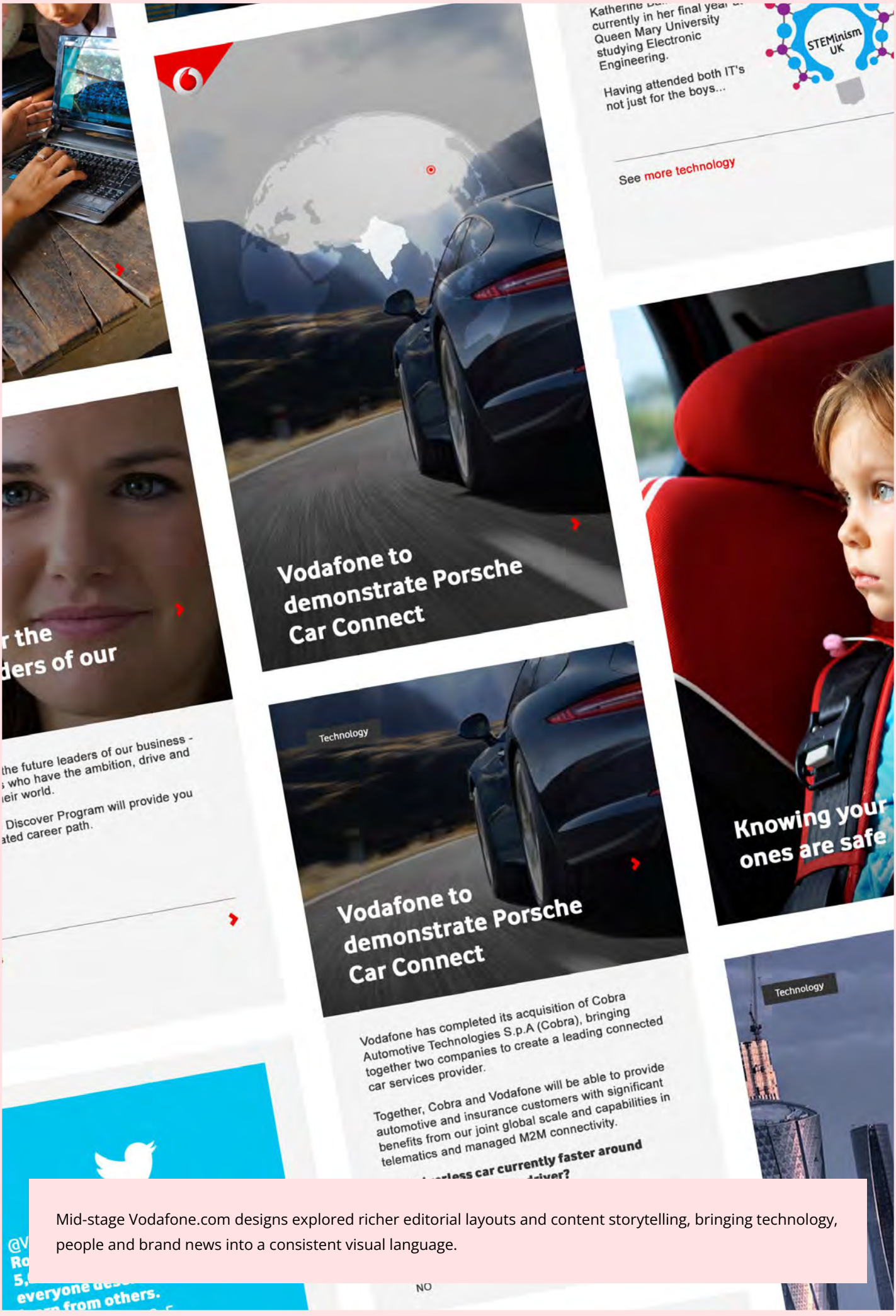
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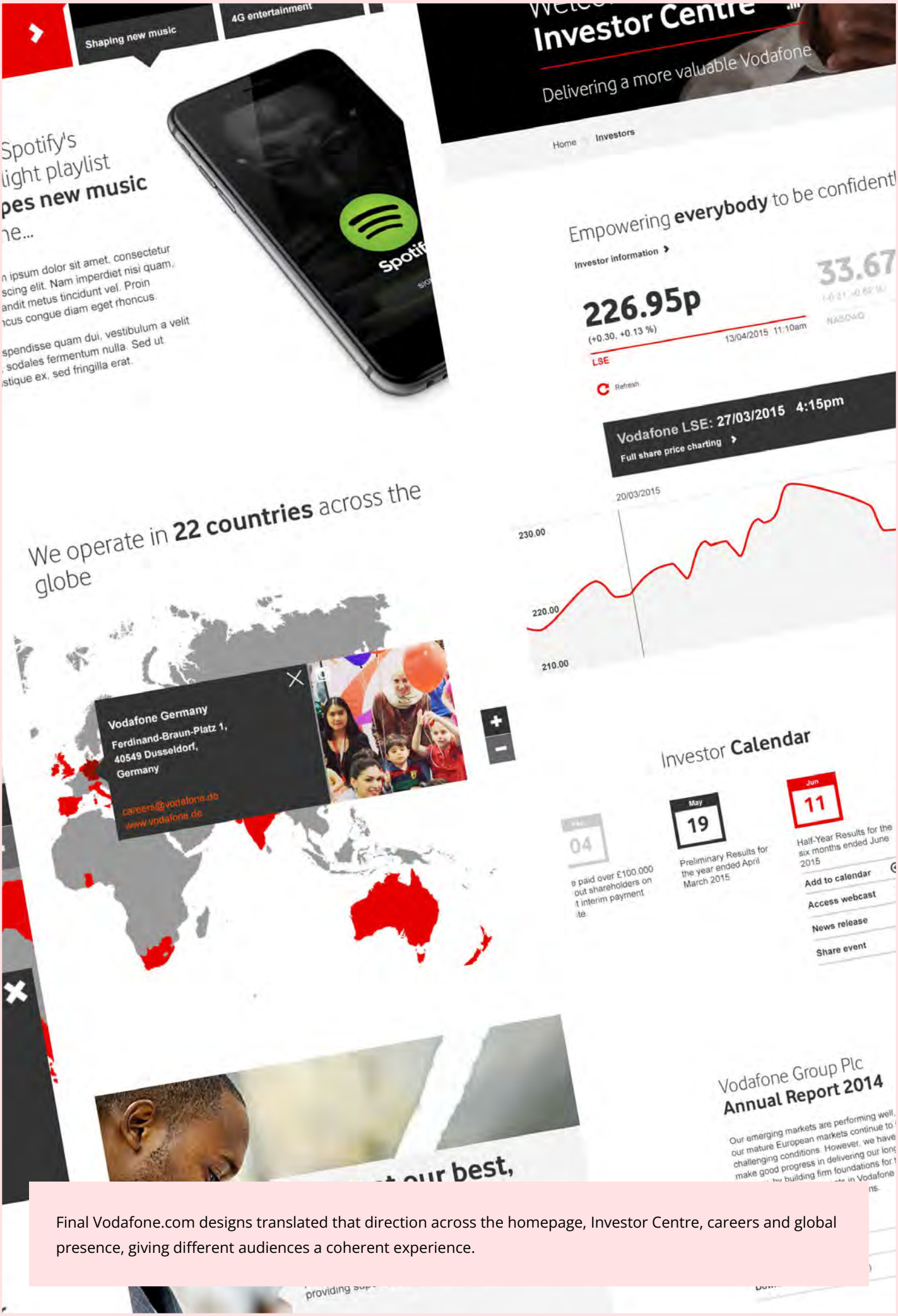
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Early My Vodafone concepts explored account dashboards, usage and billing information, alongside personalised messages and moments such as birthday rewards.




Mid-stage Vodafone.com designs explored richer editorial layouts and content storytelling, bringing technology, people and brand news into a consistent visual language.




Final Vodafone.com designs translated that direction across the homepage, Investor Centre, careers and global presence, giving different audiences a coherent experience.

2014-2015

# Art Direction & Product Designer

# TFL

**UI Design | Early Design Systems | Map Iconography**

At Transport for London, I worked across Journey Planner, early versions of Ticket Wizard and penalty charge notices, focusing on art direction and hands-on UI design while a separate agency led UX. I created new reusable interface components and visual patterns for digital services, and contributed a broad family of map icons alongside work celebrating TfL's distinctive design heritage.

## The Challenge — Bringing consistency to a changing digital landscape

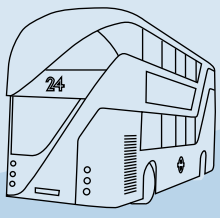
TfL's established visual identity needed to work across a growing range of digital services, from journey planning to ticketing and penalty charge notices. With UX handled by another agency, my focus was on the UI: developing clear, reusable patterns that translated a recognisable brand into practical digital experiences.

## The Approach — Building the foundations of a design system

I designed new reusable UI components and patterns for forms, journey information and service messages, helping shape an early digital design language before formal design systems were commonplace. I also worked on a wide range of map-marker icons covering transport, cycling and service information, within TfL's established visual language. My work extended to a smaller contribution around the Transported by Design celebration of TfL's creative heritage.

## The Bigger Picture — Extending a design legacy

Across these projects, I helped establish a clearer, more reusable visual foundation for TfL's digital services. The work combined practical interface design with careful visual craft, from new UI components to map iconography, while respecting and extending one of London's most recognisable design identities.




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# Form stylesheet

All fields and thier connecting icons / buttons
(except the copy box field) should span the width of one column

## Process tracker desktop

1. "Step 1" | 2. "Step 2" | 3. "Step 3"

## Process tracker mobile

1. | 2. | 3.

## Text boxes

Text box 1 *

Lorum ipsum ×

Active field
Cross only appears once user clicks box / begins to type

Text box 2 *

Disabled field

Text box 3 *

Text field with tooltip *

When there is an associated tooltip, the width of a form field is to be reduced by 45px to account for the tooltip icon

Lorem ipsum dolor sit amet consectetur adipiscing elit ut nec quam at odio auctor volutpat non vestibulum risus suspendisse lobortis volutpat.

## Text boxes with buttons

Postcode *

Lookup

There must not be less then 20px padding to the left or right of any copy contained within a button

I dont know my postcode

Postcode *

Find address

If copy contained within a button situated right of a form field exceeds 20px padding to the left or right of the button it is contained within, drop the button underneith the associated form field

Search

## Copy boxes

Copy box 1 *

*Lorem ipsum dolor sit amet consectetur adipiscing elit ut nec quam at odio auctor volutpat non vestibulum risus suspendisse lobortis volutpat.*

For example

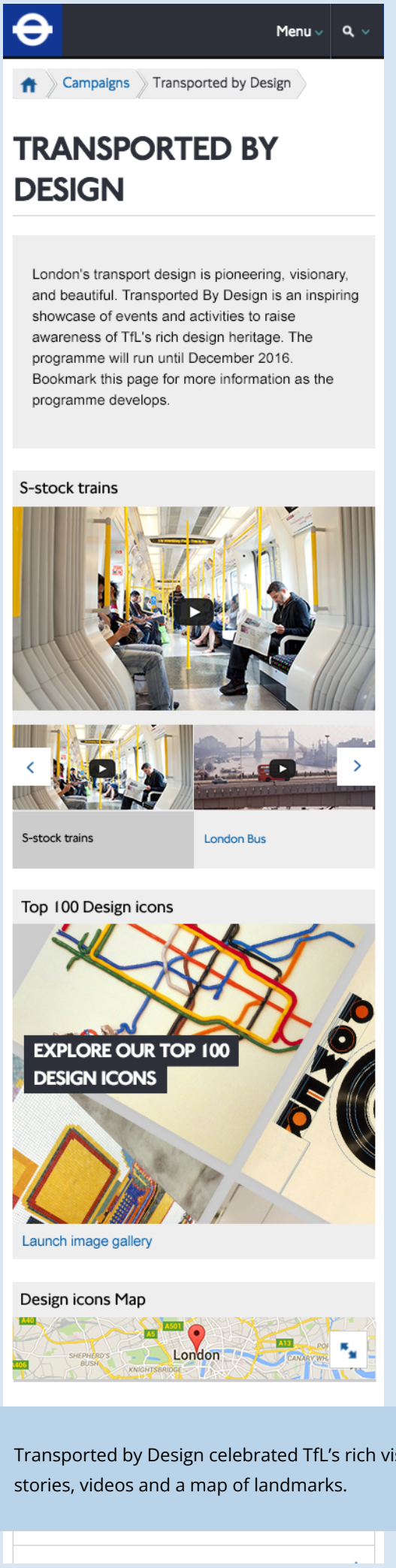
Copy box is the only field (along with its associated instructional copy) to stretch full width of two columns

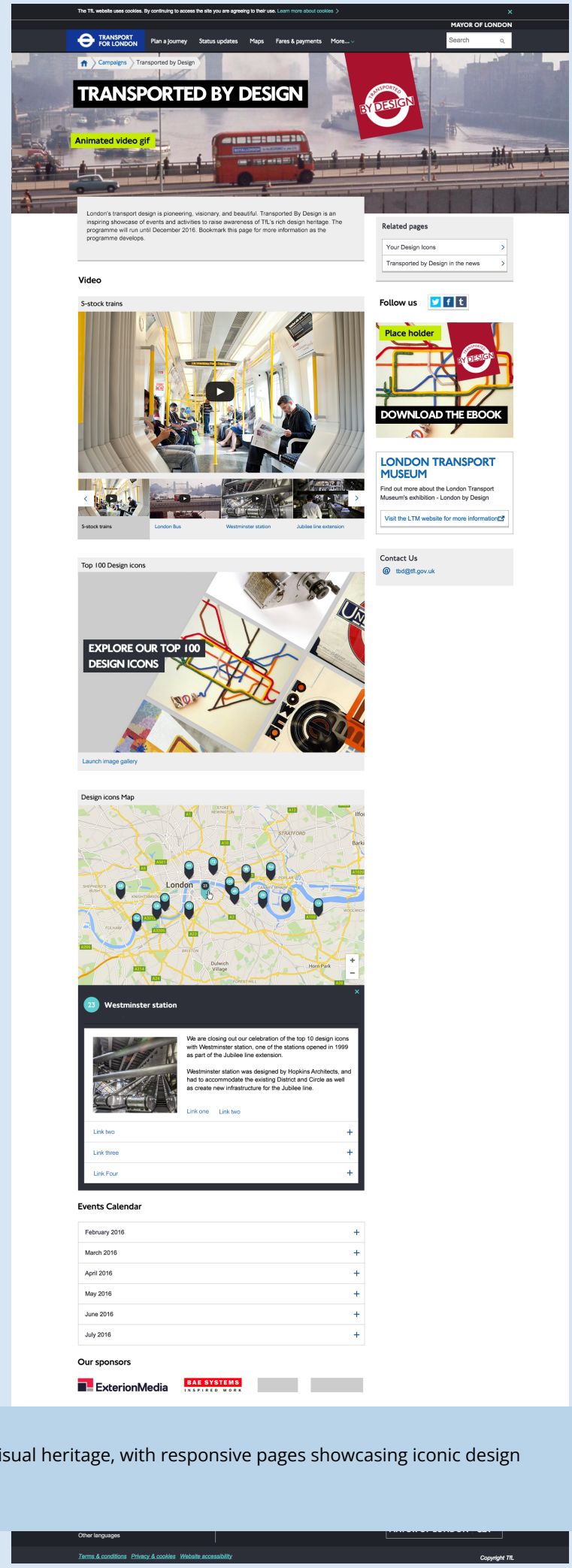
Copy box 2 *

*Lorem ipsum dolor sit amet consectetur adipiscing elit ut nec quam at odio auctor volutpat non vestibulum risus suspendisse lobortis volutpat.*

Characters 5000 / 5000

Creating reusable form fields, process trackers and interaction states for TfL, establishing a consistent visual language across desktop and mobile.




Transported by Design celebrated TfL's rich visual heritage, with responsive pages showcasing iconic design stories, videos and a map of landmarks.

2013-2014

# Senior Mobile Product Designer

# John Lewis

**Mobile Commerce | Interaction Design | Retail Innovation**

At John Lewis, I helped turn a fragmented collection of product-page templates into a more coherent Android shopping experience. The work combined rigorous design across a vast catalogue with hands-on prototyping of animation and interaction, while the innovation team explored new ways to connect digital and in-store retail.

## The Challenge — Simplifying a diverse retail catalogue

John Lewis sold everything from clothing with colour and pattern options to towels, bowls and multi-item sets. Different templates had grown up around these needs, making the app inconsistent and harder to develop. Rather than start again, the challenge was to rationalise what existed into one or a few flexible patterns that still presented each type of product well.

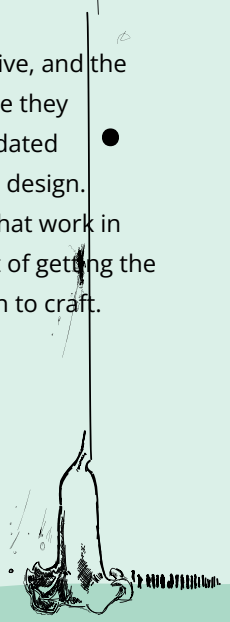
## The Approach — Finding consistency through flexibility

I designed hundreds of screens to test how the catalogue could work within a smaller set of reusable layouts. I then developed high-fidelity interactive prototypes to explore typography, animation and subtle micro-interactions—and demonstrate how the designs could work in practice.

Alongside the app work, I explored smart shelves, iBeacons and location-aware shopping with the innovation team, considering how digital services could better support people in-store.

## The Bigger Picture — Design that extended beyond Android

Customer feedback on the prototype was positive, and the designs went into production on Android, where they continued to test well after launch. The consolidated approach also influenced later iPhone and iPad design. Looking back, I can still recognise elements of that work in subsequent versions of the app: a lasting result of getting the underlying system right without losing attention to craft.



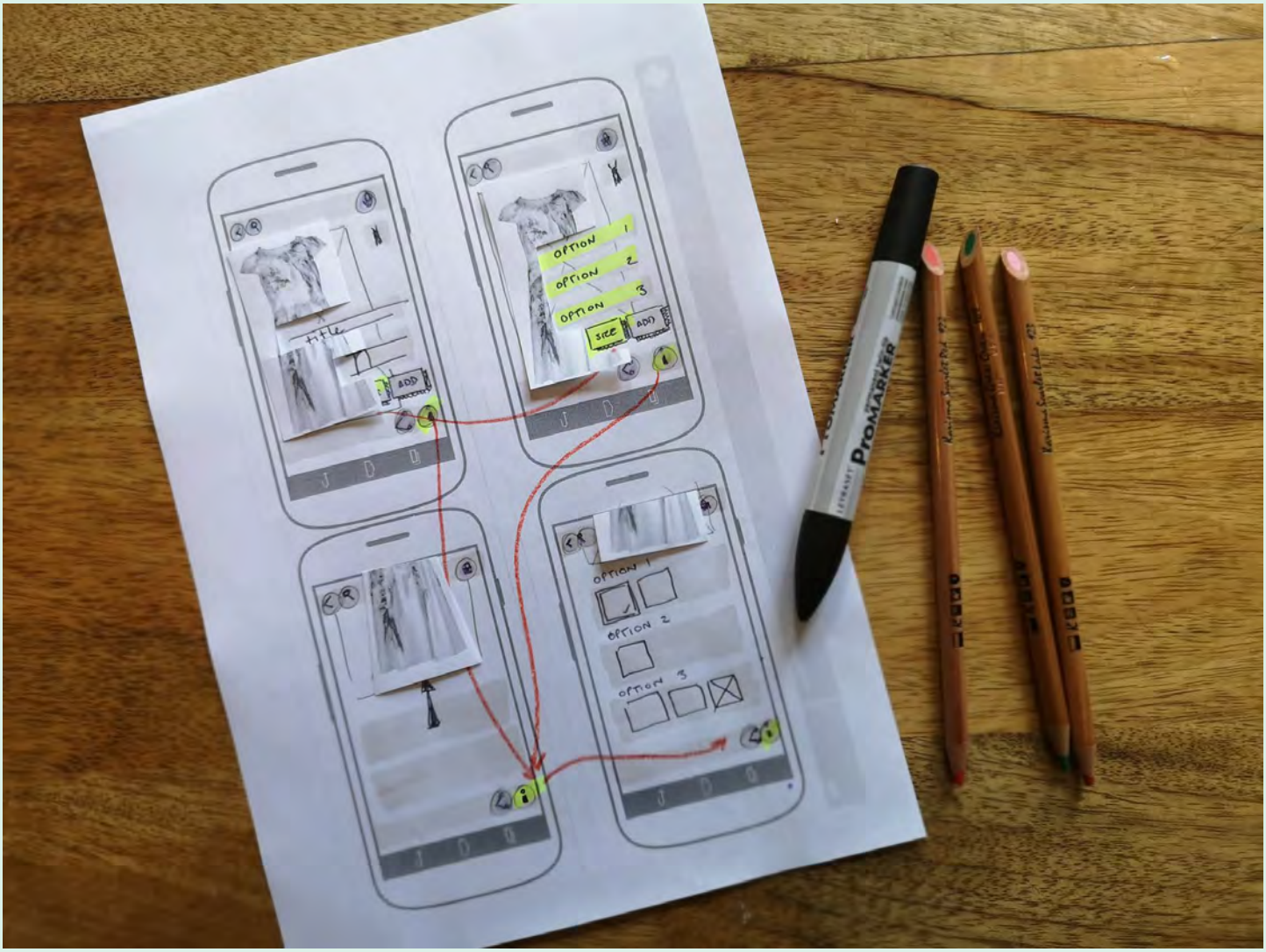
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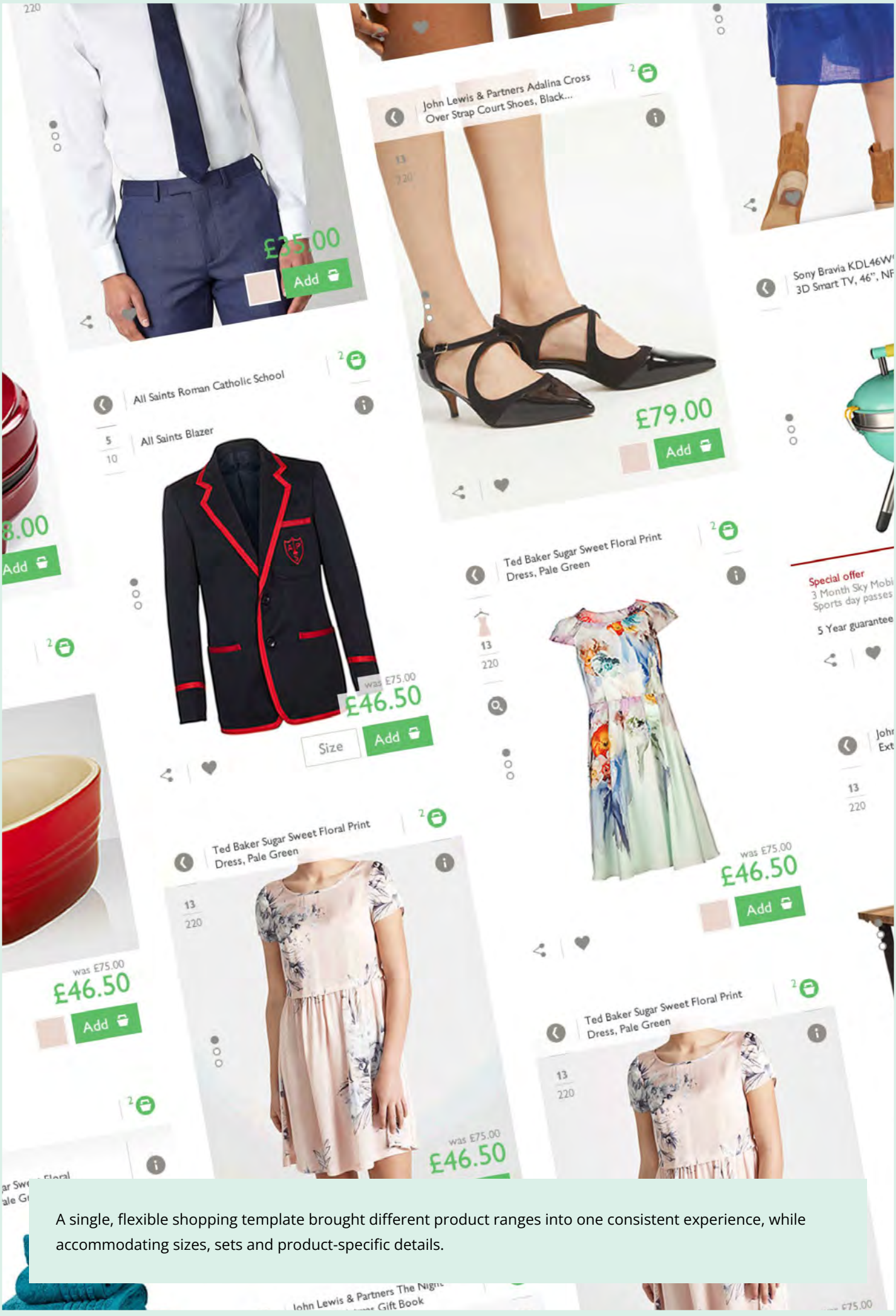
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I explored hundreds of screens, using paper prototypes to see how very different products could work within one flexible, consistent shopping experience.

Printing and marking up early layouts made it easy to compare options, test journeys and uncover the details each product type needed. Those experiments helped shape a shared template, which I then brought to life in a high-fidelity animated HTML prototype. The next page shows the final Android experience.



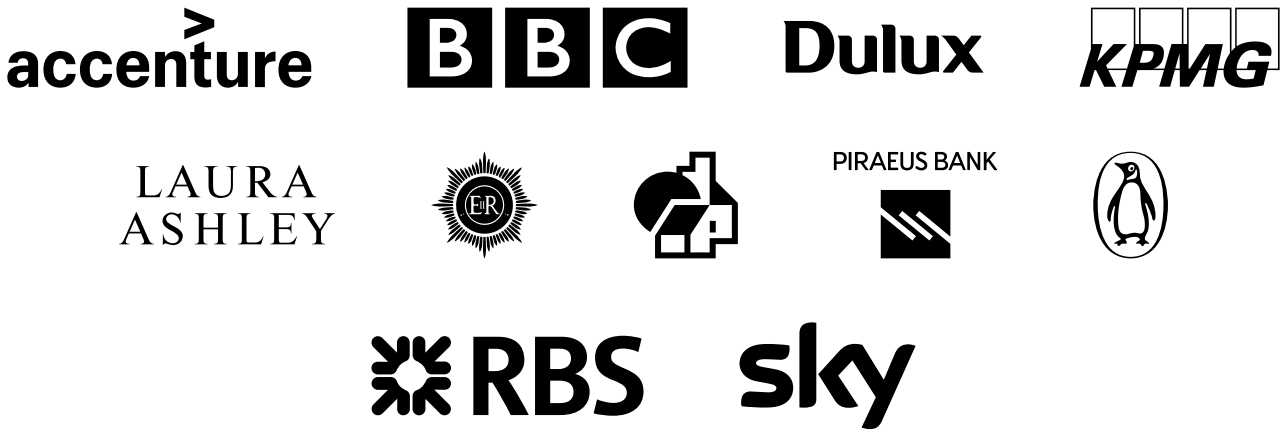



A single, flexible shopping template brought different product ranges into one consistent experience, while accommodating sizes, sets and product-specific details.

# If you've made it this far, there's more. But it's probably time to talk.

Through my work at BAE Applied Intelligence and Webcredible, I've worked with a wide range of brands across design, facilitation and teaching.

Here are a few highlights:




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