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Nottingham

Profile

Senior Product Designer with 11+ years of experience designing across fintech, media, and healthcare. I combine research, creativity, and collaboration to craft user-centred products that balance business goals with genuine human value.

Education

University for the Creative Arts, Rochester

BA (Hons) Fashion Promotion, 2:1

2008 - 2011

Skills

Design Strategy & Research: Product discovery, user interviews, journey mapping, A/B testing, heuristic evaluation, Jobs To Be Done

Design Craft: UX/UI design, prototyping, information architecture, motion design, design systems, interaction design

Leadership: Mentorship, stakeholder management, cross-functional collaboration, design critiques, feedback culture

Tools: Figma, FigJam, Miro, Jira, Notion, Adobe Creative Suite, Webflow

Accessibility & Inclusion: WCAG 2.1 compliance, inclusive design, localisation, multi-market accessibility

Performance & Impact: Measuring design impact, analytics-driven decisions, optimisation for user engagement

Rozina Hyland

Senior Product Designer

IVC Evidensia, August 2024 – Present

Senior Product Designer

- Shaped PHC brand identity with accessibility and inclusivity across tone, color, illustration, and interface.
- Led design of responsive website and scalable global checkout experience.
- Drove discovery via competitor analysis, stakeholder workshops, Jobs To Be Done, and personas.
- Partnered with engineers and PMs to align design strategy with business OKRs.
- Mentored junior designers, fostering craft growth and collaborative culture.

Bauer Media, May 2023 – August 2024

Product Designer

- Designed and delivered Rayo, a cross-platform radio companion app, from research through launch.
- Conducted user interviews, journey mapping, and usability testing to inform design decisions.
- Created Figma-based design systems and prototypes to unify app and web experiences.
- Partnered closely with developers to ensure design fidelity and accessibility compliance (WCAG 2.1).

Waracle, December 2021 – May 2023

Senior Product Designer

- Led end-to-end design for digital products for clients including Lloyds TSB, SunLife, and Capita.
- Facilitated product discovery workshops to align stakeholders on user needs and KPIs.
- Delivered design systems, interactive prototypes, and high-fidelity UI for cross-platform products.
- Mentored designers, established critique rituals, and championed design ops to streamline delivery.

Monolith, May 2021 – November 2021

Lead Product Designer (Contract)

- Designed and launched a gamified MVP and brand identity from concept to deployment.
- Created high-fidelity prototypes and animations to support phased rollouts across new markets.
- Collaborated with cross-functional teams to refine product vision and validate features through user testing.

Lockwood Publishing, May 2020 – May 2021

Senior UI Designer

- Reimagined the interface for a live game with over 1.4M daily users, enhancing usability and visual consistency.
- Directed a major UI/UX redesign to support a global rebrand.
- Guided the UI/UX team through roadmapping, prototyping, and design delivery.

Gower Street, December 2019 – May 2020

Product Designer

- Designed analytical dashboards and interactive components for film industry data tools.
- Delivered data-informed design solutions improving information hierarchy and engagement.

Content Discovered, October 2016 – November 2019

Product Designer

- Created end-to-end web and mobile experiences for B2B and consumer clients.