

# LUKE HORNSBY

## Senior UX/UI Designer

Brighton, UK | 07792 071 891 | lukehornsby@gmail.com | lukehornsby.co.uk | *Open to remote & London-based contracts*

### PROFILE

Senior UX/UI Designer with 20+ years of experience across SaaS, e-learning, fintech, pharma, and aviation sectors. I specialise in turning complex systems and dense data into interfaces that are fast, intuitive, and trusted by real users. My work spans the full design process: research, information architecture, wireframing, prototyping, and production-ready delivery. A background in motion design sharpens my thinking on interaction and interface feel, because the principles that make animation work (timing, hierarchy, and clear feedback) are the same ones that make great UX. Equally comfortable leading creative teams or working directly with developers to ship.

### CORE SKILLS

#### UX / Design

UX Research & Strategy  
Information Architecture  
Wireframing & Prototyping  
Usability Testing  
Interaction & Motion Design  
Creative Team Leadership

#### Software

Figma  
Framer  
Webflow  
Adobe Creative Suite  
InVision  
Microsoft Office

#### AI & Emerging Tools

ChatGPT, Claude.ai  
Claude Code, Figma MCP  
AI for concept generation,  
research synthesis & design  
critique prototyping

### PROFESSIONAL EXPERIENCE

#### UX/UI Designer

*Mar 2024 – Present*

**Freelance / Contract** | Remote

Contracted across multiple clients delivering UX/UI design, motion design, and website builds.

- Designed an accessibility-first Shopify store for the neurodiverse community (Send Toys to You), led UX strategy and IA for a healthcare practitioner site (Josephine Cerqua Acupuncture), built a Squarespace site unifying music, retreats, and events (Lucy Pickering), and created motion content for HSBC, IAG, and LaSalle via Studio Eleven.

#### UX/UI Designer

*Sep 2022 – Mar 2024*

**MaxOptra** | Contract

Embedded in the product team to redesign and extend Track & Trace functionality within a complex SaaS logistics platform.

- Led user research with internal stakeholders and clients to establish a strong evidence base before design decisions.
- Designed a real-time vehicle map view integrated into Track & Trace, which replaced fragmented status tables and phone calls so operators could see driver location instantly.
- Rebuilt the mobile Scan & Load app around a single core loop (Select → Scan → Confirm → Progress), reducing cognitive load and improving scanning speed for warehouse and loading staff under time pressure.
- Designed exception-handling flows for offline states, stale GPS, duplicate scans, and multi-match barcodes, improving operational reliability and removing dead-end error states.

## UX Designer

Jul 2022 – Sep 2022

**Mind+Matter** | Contract

Collaborated on the marketing website for Veriton Pharmaceutical, working with the development team to produce tested, accessible prototypes.

- Conducted A/B testing and user observations to inform design decisions and social media banner direction.

## Senior UI Designer

Jan 2022 – Jul 2022

**Best at Digital** | Brighton (Contract)

Senior UI designer embedded in a Brighton agency, creating user-centric high-fidelity prototypes for clients including Virgin Media and BP, ensuring brand principles were upheld throughout.

## UX/UI Designer

Sep 2021 – Nov 2021

**AYS (Start-up)** | Contract

Conducted UX research and prototype development for a client questionnaire tool.

- Benchmarked competitor software identified best practices, and validated designs through user testing.
- Produced flow diagrams, wireframes, and medium-fidelity prototypes.

## UI Designer

Sep 2021 – Nov 2021

**Accipio** | Contract

Redesigned LMS software through heuristic evaluation and user testing, improving usability and overall UX using design thinking principles.

## Contract Art Director / Project Lead

Mar 2021 – Oct 2021

**LEO Learning** | Contract

Led art direction for a major WHO project comprising eight sub-projects, each with distinct branding.

- Collaborated directly with the client to develop and codify branding, then cascaded it to the design team.
- Reviewed and delivered final assets across all eight sub-projects.

## Senior Art Director / UI Designer

2010 – 2020

**City & Guilds Kineo** | Permanent

10 years at a leading e-learning studio, progressing to Senior Art Director with responsibility for design delivery, team leadership, and client relationships.

- Led delivery of a 14-course e-learning suite for Cytiva in 6 months, managing art direction and a graphic design team. Founded an internal UX Design user group driving improvements to mobile and desktop course components through user testing and cross-departmental collaboration.
- Applied motion design to interface and interaction work for Credit Suisse, BP, TUI, and Cytiva. Line-managed graphic artists and supported PMs with resource planning and timeline estimation.
- Key clients: Wella, Nespresso, Credit Suisse, BP, TUI, Cytiva.

## EDUCATION & CERTIFICATIONS

### AI Product Design

ELVT Institute

### Diploma in UX Design

UX Design Institute / Glasgow University

### BA (Hons) Interactive Design

University of Lincolnshire & Humberside / Hull

### HND Film & Television Design

NE Institute of Art, Wrexham

## PORTFOLIO

Website: [lukehornsby.co.uk](http://lukehornsby.co.uk) | MaxOptra case study: [lukehornsby.co.uk/pf/maxoptra](http://lukehornsby.co.uk/pf/maxoptra)