CHARLOTTE MATTHEWS

Senior Product Designer

I'm a Senior Product Designer with a track record of leading complex, cross-functional design initiatives. I specialise in turning technical or ambiguous workflows into intuitive experiences, with strengths in end-to-end product design, design systems, AI-driven workflows, and aligning teams to deliver meaningful outcomes at scale.



WORK EXPERIENCE

Senior Product Designer [October 25 - Present]

Person Centred Software Care Management | Guildford

Senior IC Product Designer for Care Management and Platform at PCS; driving end-to-end product design across complex healthcare products and the wider PCS platform. Partner closely with product, engineering, and executive stakeholders to modernise critical workflows and shape a cohesive platform that surfaces insights and intelligence across the product suite, helping customers make better-informed decisions. Co-leading the evolution of scalable Design Systems across product and platform, while championing AI and AI-assisted design to accelerate research, prototyping, and delivery. Facilitate cross-functional workshops, product strategy, prioritisation, and alignment to turn complex customer and business needs into clear, scalable experiences.

Senior User Experience Designer [January 23 - October 25]

IBM Event Automation | IBM App Connect SaaS | Hursley

Led end-to-end UX design for enterprise integrations, shaping product and experience strategy alongside engineering and product teams. Directed user research and data-informed design improvements, **increasing integration deployment success by 88%**. Facilitated cross-functional workshops, mentored junior designers, and supported stakeholder decision-making through clear communication and collaborative problem-solving. Championed Design System adoption and worked closely with visual designers and engineers to maintain quality and consistency across deliverables.

User Experience Designer [July 21- January 23]

IBM Watson Orchestrate | IBM Automation | Hursley

Led UX design initiatives from discovery through delivery, including facilitating workshops, creating prototypes, and conducting user testing. Worked closely with product, engineering, and design teams to align priorities and communicate ideas through collaborative playbacks and stakeholder engagement. Mentored junior designers to build confidence and strengthen craft, while helping foster a collaborative and user-focused culture across teams.

Software Design Intern [July 19- Sep 20]

IBM Blockchain | IBM Automation | Hursley

Completed a year-long placement in UX, front-end development, and visual design. Built and tested prototypes, presented design decisions, and collaborated with cross-functional teams. Gained confidence in storytelling through regular playbacks and public presentations.

SOFTWARE TOOLS

Design/Prototyping

Figma (Design, Make & FigJam)

Adobe Creative Cloud

Illustrator, Premier Pro, AE

Collaboration tools

Mural, Miro, Webex, Slack, Microsoft Suite

Other

GitHub, Azure AD, VS Code, Aha, Jira

EDUCATION

BSc Product Design [September 17 - July 21]

Loughborough University

1st Class Honours

A level Product Design, Maths and Physics [September 15 - July 17]

Peter Symonds College

A*, A, B

KEY SKILLS

Product & UX Design

End-to-end product design, UX strategy, information architecture, low to high-fidelity, prototyping, usability audits & heuristic, analysis, user research & testing, design system creation & scaling.

Product Strategy & Facilitation

Certified Enterprise Design Thinking Coach, workshop facilitation, product prioritisation, problem framing & opportunity mapping, rapid ideation, storytelling & stakeholder playbacks, cross-functional alignment.

Leadership & Collaboration

Cross-functional collaboration, stakeholder management, mentoring & coaching junior designers, design leadership, design strategy & scoping, engineering collaboration.

Modern design practices

AI-assisted design workflows (both in product processes & in-product customer experiences), rapid prototyping & validation, scalable design processes, data-informed decision making.

GET IN TOUCH

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LinkedIn Portfolio