



Helen West

Strategic product design leader

CONTACT

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PORTFOLIO

www.helenwest.info

CORE CAPABILITIES

Product design leadership

B2B SaaS

Product discovery

Product strategy

Cross-functional leadership

DesignOps

User research

EDUCATION

Dip. UI Design and Evaluation
Open University

BA (Hons) Graphic Design
Southampton Institute of HE

PROFILE

Strategic B2B SaaS product design leader specialising in problem definition, discovery and product strategy, with experience leading products from concept through to delivery. Operates as a player-coach, combining hands-on product design with line management, mentoring and cross-functional leadership. Experience spans agency, consultancy and client-side environments, from Series A startups to global enterprises across fintech, financial services, technology and legal sectors. Known for helping teams navigate complexity, align stakeholders and shape clear product direction. Currently returning to the market after a planned 2026 career break focused on personal projects.

PROFESSIONAL EXPERIENCE

Principal Product Designer

Foolproof Zensar | November 2021 to November 2025

Led product design across complex client engagements at Foolproof Zensar. Worked with multidisciplinary, globally distributed teams across product, engineering and business stakeholders to define problems, align teams and shape clear product direction.

As UX Guild lead, shaped the design practice through knowledge sharing, continuous improvement, mentoring and collaboration, while also supporting business development.

Led design on a 10-month B2B enterprise platform project, delivering a digital procurement product that processed over \$2 billion in contract value in its first month.

Line managed and developed a team of four designers, all of whom were promoted.

Head of Design

Molo Finance | August 2019 to August 2021

Led product design for a fintech startup through a period of growth that culminated in Series A funding. Worked closely with product, engineering and customer support to define opportunities, shape strategy and improve the end-to-end customer experience. Combined hands-on product design with leadership responsibilities, using customer insight, behavioural data and experimentation to inform decisions and prioritisation.

PROFESSIONAL EXPERIENCE

Built and led the design function, establishing ways of working, embedding research and creating stronger collaboration between design, product and engineering. Recruited, line managed and developed designers while continuing to contribute directly to product strategy and delivery.

Implemented targeted UX design changes, reducing bounce rate by 60% and improving customer expectation alignment by 61%.

Experience & Research Lead (freelance)

Fing | April 2019 to August 2019

Established and led the product design function at IoT start-up Fing, defining priorities, shaping ways of working and leading moderated usability testing.

Experience Design Consultant (freelance)

Publicis.Sapient | July 2017 to November 2018

Led experience design for Unilever projects, including an Alexa Skill for Recipedia.

Achieved a 15% uplift in users selecting recipe details on the Recipedia skill.

Experience Design Consultant (freelance)

Runpath/Experian | November 2016 to June 2017

Led an open banking innovation initiative, working with senior stakeholders to define opportunities, facilitate workshops, develop and validate concepts for customer-contributed data products. Combined product strategy, concept development, prototype design and user validation to shape product direction.

Created and validated three concepts for customer-contributed data products.

Funding approved for all three projects.

Experience Design Consultant (freelance)

Google | March 2016 to July 2016

Led product design strategy and research for Google Brand Studio on an educational site for 8-11 year-olds.

Introduced usability testing to the project and used findings to shape product direction.

PROFESSIONAL EXPERIENCE

Proposition Lead UX (freelance)

4finance | July 2015 to January 2016

Led design for a new refinancing product at 4finance, working with business and engineering stakeholders to define the proposition and shape the customer experience. Provided design leadership to an agile team with limited UX maturity, helping stakeholders better understand and prioritise customer needs within product and business decision-making.

Achieved an 80% sign-up rate within 3 months, with loan defaults decreasing by 19%.

Additional client & agency experience

Additional experience across agency, consultancy and client-side environments, including AKQA, SapientNitro, Rufus Leonard, HSBC, ABN AMRO and Freshfields.