Ben Gordon

Senior Product Designer | AI-Native Products

Core Skills

0→1 Product Development / Systems Thinking / UX & Interaction Design / Design Systems at Scale / AI-Enabled Product Design Workflows / Technically adept (React, JS, APIs) / Stakeholder Leadership

Profile

Product designer with 20 years delivering complex digital products from consumer marketplaces like Zoopla and Checkatrade, to B2B and enterprise environments with a strong foundation in UX, interaction design and systems thinking. Experienced across discovery, research, product strategy, design and implementation.

I own the full design process, turning vague, complex briefs into shipped 0→1 products. Technically fluent and at ease working directly within codebases and alongside engineering teams.

I lean heavily into AI-enabled design and development workflows, building systems that allow teams to prototype rapidly while maintaining brand and design-system integrity.

High-agency, async-first and comfortable operating in high-ambiguity environments.

Experience

Senior Product Designer at Pentatonic

June 2023 - Present

Own product design across AI-enabled recommerce platforms serving global enterprise brands.

- Led design of a large-scale take-back programme for a global toy brand, spanning online journeys, in-store retail experiences and complex warehouse operations
- Translated high-level strategy into shipped products across consumer and operational surfaces, driving 12.6% programme conversion
- Designed behavioural and reward flows resulting in 39% same-day redemption rate
- Delivered product experience achieving 83 NPS across pilot rollout
- Regularly present product direction to senior stakeholders across global consumer, financial and beauty brands
- Established scalable Figma and React-based design systems adopted across multiple product surfaces
- Built AI-assisted design infrastructure — agent workflows, skills, MCP tooling, shared component libraries and automated governance — enabling safe AI-assisted prototyping across teams without compromising brand standards

Lead UX/UI Designer at Aareon UK

Sept 2021 - June 2023

Led UX transformation of Yuneo, Aareon's housing management platform used by social housing organisations across the UK, from legacy desktop ERP to modern cloud application.

- Redesigned seven core modules — accounts, repairs orders, direct debits, households, arrears reporting, alerts and letter generation — replacing a legacy desktop interface with a modern, component-based web UI
- Designed property and tenancy dashboard concepts, giving housing officers a consolidated view of stock, tenant accounts and arrears for the first time

- Introduced structured product design processes — discovery workshops, usability testing, design review — into a team that had previously shipped without dedicated design
- Created the platform's first shared design system, establishing consistent patterns across all modules

Earlier Roles

Senior UX/UI Designer at Spinning Fox

First design hire. Led end-to-end design for multinational client projects.

UX/UI Designer at Checkatrade

Redesigned consumer search, enquiry and tradesperson booking flows.

Lead UX/UI Designer at Open GI

Led UX/UI for cloud migration of on-premises insurance platform.

UX/UI Designer at Zoopla

Designed B2B SaaS tools for estate agents and B2C conveyancing quote journeys.

Lead UX/UI Designer at Yopa

Early employee. Designed core journeys for hybrid online estate agency launch.

My Stack

Figma / Miro / Notion / Storybook / Cursor / Claude Code / Gemini / Midjourney / Adobe Creative Suite / Rive