



## TAYLER HUGHES

Product Design Partner | UX/UI,  
Product Strategy, Design Leadership  
| 14+ Years with Startups incl. YC  
Companies

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Bury St Edmunds, United Kingdom

For the past 14+ years, I've worked with startups and future focused teams — including YC-backed companies — helping teams shape their ideas into products users love. In that time, I've designed products used by 300m+ people.

### Employment History

#### Product Design Consultant at Novus Strategy & Consulting Ltd, Cambridge, England, United Kingdom

Jan 2025 — Present

I lead the design function for an innovative digital platform set to transform the UK property market, building the foundations of a mature product organisation while shaping the future of home buying and selling.

#### Key contributions:

- Product & Design Leadership: Acting as a trusted advisor to SLT and product leadership on product vision, design best practice, and the systems and tooling needed to scale a design-led organisation.
- Led a comprehensive mapping of the end-to-end home buying and selling journey, capturing the perspectives of all key actors — buyers, sellers, estate agents, lenders, and solicitors.
- Conducted interviews and discovery sessions across these groups to uncover pain points, redundancies, and moments of friction in the process.
- Partnered with leadership and stakeholders to translate these insights into a simplified, user-centred strategy that reduces complexity, removes duplication, and creates a clearer, more intuitive experience for every participant.
- Data-Driven Design: Leading the company-wide analytics initiative to integrate user insights and behavioural data into product decisions.
- Trust & Usability: Establishing design standards that prioritise clarity, accessibility, and trust — essential qualities in financial and legal transactions.
- Scaling Foundations: Implementing design systems, research practices,

and processes that will enable the product to scale without losing focus on user needs.

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## Lead Product Designer at StudyStream, London, England, United Kingdom

Apr 2022 – Oct 2024

As Lead Product Designer at StudyStream, I worked closely with the co-founders to shape the product roadmap and design strategy for a rapidly scaling YC-backed startup.

Key contributions:

- Product Strategy: Partnered with leadership to align product vision with user needs, directly influencing roadmap priorities.
- User Research: Built the company's research repository in Dovetail and introduced scalable systems to capture and share user insights across teams.
- Design Ops: Streamlined processes and tools for user interviews and testing, reducing turnaround time and enabling faster, evidence-based product decisions.
- UX Leadership: Elevated design standards across the product, ensuring a more intuitive, user-friendly experience for StudyStream's global community.

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## Lead Product Designer at Jagex, Cambridge, England, United Kingdom

Jul 2020 – Apr 2022

As the lead product designer in Jagex's publishing platform, I worked closely with our engineering and product teams. Together, we developed product roadmaps and integrated design smoothly into our Agile processes. As I engaged in high-level strategy, I stayed deeply involved in every step of the design process, actively contributing to our cross-functional Agile team.

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## Senior UI/UX Designer at Jagex, Cambridge, United Kingdom

Dec 2019 – Jul 2020

As a senior designer within the Jagex publishing platform I worked on player facing products owning both the UI & UX. Conducting user research and product discovery with the POs to define the best path forward. Working closely with engineers when building the product and gathering insights from data once the product was live to iterate & improve.

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## Head of Website Design & Development at Annesley Gandon Solutions, Cambridge, United Kingdom

Aug 2019 – Nov 2019

Leading the design and development of the startups website.

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## Owner at Five Shillings, Cambridge, United Kingdom

Jul 2013 – Aug 2019

Cambridge, United Kingdom

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**Lead Designer and Website  
Development Manager  
at Phoenix Internet  
Consultancy**

Mar 2011 – Jul 2013

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**Network Administrator at  
Barnardiston Hall Prep  
SchoolBarnardiston**

Jan 2007 – Jul 2010

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Links

[LinkedIn](#)