Paavan Buddhdev

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Hello! As a Design Lead with a strong focus on visual design, I create beautiful and intuitive interfaces with a strong focus on craft. I'm not scared to dive into code, and I pride myself on being able to fix bugs independently. Performance and optimisation are as important to me as being pixel perfect.

EXPERIENCE

Senior Product Designer at Skin + Me   February 2025 – Present

At Skin + Me, I own the design of the Renew + Me website. I ideate and launch A/B tests across the full user journey, with the aim of improving conversion and/or reducing churn. Since I started, I have launched 25+ experiments, some which have led to 8%+ increases in conversion. I also am updating our design system to use modern Figma best practices, and rebranding our UI, to elevate the brand to fit a more mature and luxury-minded audience.

Design Lead at Ffern   March 2024 – January 2025

At Ffern, I led the end-to-end user experience, ensuring that every interaction prospective and existing members had with Ffern was exceptional. This included iterating on and improving every area of the website, from core flows like onboarding and cancellation, to component library files like carousels and footers, to static pages like artist interviews and podcasts.

For my first 6 months, as well as my digital product design work, I also had ownership of all graphic design and social media output. I worked on the design of Ffern's luxury packaging, collateral for workshops and influencer partnerships, and Instagram stories. I used Creative Cloud and worked closely with our photographers, video editors and social teams

Senior Product Designer at AND Digital   April 2021 – March 2024

During my time at AND, I worked with a variety of clients, including B2C and B2B projects, native mobile apps, desktop enterprise applications, discovery and research projects. I have experience working both embedded in agile product teams and as a solo designer. Some projects where I worked as a senior designer are:

Senior UX Designer at **Oxford Nanopore**

- I worked on two products to make DNA sequencing products more accessible. I championed the value of user research, organising my own interviews to better understand end-user problems.I designed UI screens and clickable prototypes and handed them off to a dev team. This also involved contributing to and shaping Nanopore's new design system.

Senior UI Designer at **Hauser & Wirth**

- For H&W's re-platform to Contentful, I recreated responsive website components in Figma, using best practices (styles, component variants and properties and auto layout). These components meant our team could rapidly rebuild a huge variety of content-heavy pages, thereby bringing cohesion to the brand's online presence.I worked closely with our frontend devs to ensure designs were accurately implemented, including micro-interactions and animations, as part of a detailed QA process before go-live.

Senior Product Designer at **Onto**

- I designed responsive UI screens and components for the new booking flow for Onto's rollout in Germany, modifying the existing site to meet new regulatory requirements. I redesigned the primary navigation on the Onto homepage to accommodate new SEO content and improve discoverability, running tests to ensure that the new content structure worked. I advised on how to progress with Onto's molecular design system, aligning legacy web components with dev component and native mobile teams, and advising on Figma best practices.

Co-Founder of **Sound Off**   August 2020 – March 2021

- I co-founded and launched an innovative iOS app for mindful audio journaling. The app provided daily prompts to guide a user to 'sound off' about their day.

- With my co-founder, we defined the brand, product strategy and business model.

- I designed the interface and user experience, iterating on it with rounds of usability testing and creating high-fidelity dev-ready Figma screens.

- I ran week-long diary tests to validate the concept of audio journaling.

- I worked closely in a product owner / scrum master role with our offshore development agency to develop the first version of the app and launch it on the app store.

Associate at **AND Digital**   February 2019 – August 2020

Frontend Developer (Internship) at **Barnett Waddingham**   December 2016 – January 2017

EDUCATION

Hertford College, University of Oxford   2013 – 2018
MCompSciPhil Computer Science & Philosophy, First Class (Hons)

Open University   2021-2022
PGDip, History of Art, Distinction

SELECTED AWARDS & TALKS

BIMA 100 Rising Star   2023
Awarded to the top 100 people in the UK who are leading the digital industry.

Push UX Conference   November 2022
Focus talk given to 700+ attendees at one of Europe's largest UX conferences.

PROJECTS

Design Content Creator on **YouTube**   January 2023 – Present
I create videos on YouTube teaching new designs about the fundamentals of UX and UI; these videos have reached thousands of unique viewers across the globe.

Website Manager for **Queen's Park Book Festival**   February 2022 – Present
I manage the website and ticketing platform for a local volunteer-run book festival.

UI Instructor at **Experience Haus**   September 2021 – Present
I regularly teach at Experience Haus, which runs industry-leading bootcamps and training courses in London. Most recently I wrote and taught a new curriculum for an 8-week part-time course on Figma.

SKILLS	METHODOLOGIES	INTERPERSONAL SKILLS
- Figma - Adobe Photoshop, Illustrator & After Effects - ProtoPie, Rive, Framer	- User research, testing and interviews - Facilitating design sprints - Working in agile environments (PSM 1)	- Empathising with users to understand their needs - Facilitating workshops - Design hand-off with devs and QA