

Seán Angland

UX/UI Designer

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Summary

UX/UI designer who understands how things get built. For over three years I've been the sole designer for ecommerce and internal tools at a London builders' merchant, taking work from research to launch. A background in tech support and front-end development means I listen first, work closely with developers and measure what changes.

Key achievements

- **Click & Collect product page:** conversion rose from 1.37% to 1.82%, and Click & Collect orders grew from about 320 to 900 a month.
- **Picking app:** post-pick corrections fell from 7.6% to 0.4%, and every picker chose to use it within the first month.
- **Multi-store Click & Collect:** about 180 orders (around £34k) in the new store's first month, with 75% of those customers new to Click & Collect.

Experience

Product Designer (previously Website Administrator) | Builder Depot Apr 2023 – Present

- Sole designer across the ecommerce site and internal tools, from discovery to launch, working with developers, PMs, QA and stakeholders.
- Redesigned every product page template to launch Click & Collect, mobile first, across mobile, tablet and desktop for a 15,000-product catalogue.
- Designed an iOS and Android picking app to replace a Slack and Google Sheets process, based on 5 observation sessions and 10 interviews.
- Redesigned Click & Collect for multiple stores, with store and delivery modals, a split basket and traffic-light stock levels.
- Ran workshops and usability tests, used GA4 and Clarity to inform decisions, and handed off to developers in Figma and Jira.

Career break | Travel Aug 2022 – Feb 2023

Desktop Support Specialist | NHS (contract) Dec 2019 – Aug 2022

- Helped deploy 1,000+ computers and trained colleagues, while earning an HNC and HND in web development alongside full-time work.

IT Operations & Support Analyst | SThree Dec 2018 – Dec 2019

Infrastructure Analyst | Ranger Services Aug 2017 – Dec 2018

1st/2nd Line Support | Minerva Computer Services Jun 2015 – Aug 2017

Skills

Design: User flows, wireframes, prototyping, responsive UI, interaction design, WCAG accessibility

Research: User interviews, observation, usability testing, workshops, competitor analysis, product metrics

Tools: Figma, FigJam, Jira, GA4, Microsoft Clarity, Google Tag Manager, BigQuery, Adobe Commerce

Technical: HTML, CSS, JavaScript, REST APIs, Apps Script, Zapier

Education

UX/UI Product Design Bootcamp | Experience Haus | 2025. 12 weeks, client project for Kingston Business School

BCS Foundation Certificate in User Experience | 2021

HND Web Development | City of Glasgow College | 2022

HNC Web Development and Digital Design | City of Glasgow College | 2021

Interests

Music teacher with several years of experience. I also enjoy making music, travelling, exercising and dancing.