Michael Spencer

Product UX/UI Designer

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Summary

UX/UI designer with a decade of consultative experience solving user and client problems, now focused on digital product design after 1500+ hours of intensive UX/UI training. Comfortable owning the full process, from user research and usability testing to high-fidelity Figma prototypes and shipped design systems, with a long-standing commitment to inclusive, accessible design rooted in disability advocacy.

Featured Projects

PlurieBR: Redesign of a B2B ESG-Compliance SaaS Workflow View case study

- Redesigned the core compliance-logging workflow of a B2B ESG platform, cutting task-completion time by 60% (from nearly 10 minutes to under 4) in usability testing.
- Ran stakeholder and user interviews alongside a Nielsen heuristic evaluation to locate friction, then restructured one overwhelming form into a four-step flow with draft-saving and clear progress feedback.
- Delivered a high-fidelity Figma prototype that tested with zero critical issues and is now being rolled out across the client's platform.

Metrix: Health and Wellness App View case study

- Sole designer on a four-month health and wellness app, taking it from competitive analysis and five user interviews through usability testing to a shipped, developer-ready design system.
- Translated research into three personas and a feature set built around a survey finding that 95% of users wanted a simplified mode, cutting non-essential features from the core experience.
- Built a reusable component library and documented colour, interaction, and spacing rules so the engineering team could implement the interface consistently.

Cohort: Community App Tackling Bootcamp Isolation View case study

- Designed a community app targeting the isolation behind bootcamp dropout, as part of a three-person team, grounded in five user interviews and a 50+ person survey.
- Turned concept testing into a product decision: when users said they wanted to work alongside each other rather than just chat, I added coworking rooms, which became one of the app's core features.
- Ran a 20-person preference test to set the visual direction, then built the brand and high-fidelity Figma prototype.

KetoCups: Brand and Digital Presence for a Berlin Bakery View case study

- Built a complete brand and digital presence from scratch for a client with no existing website, logo, or guidelines, working directly with the founder.
- Used findings from a stakeholder interview and five user interviews to challenge and revise the client's original brief, which had omitted pricing and required phone orders, aligning the product with real customer needs.
- Created the visual identity and a high-fidelity Figma prototype, then ran usability testing that drove an information-architecture redesign.

Locale: Community App for Newly Relocated Expats View case study

- Led a three-person team through a full UX sprint, from secondary research and five user interviews through affinity mapping, persona, journey map, and user flow.
- Validated the concept with three users and iterated on the design based on findings, including a significant privacy concern around location sharing.

Additional projects:

- Microsoft To Do: Microsoft To Do: a 12-hour heuristic redesign, reviewed and mentored by a senior Microsoft content designer I approached directly for feedback.
- Converse: a UX/UI language learning app, including low-fidelity prototyping, usability testing, and iteration on a critical severity-4 finding.

Professional Experience

Freelance UX/UI Designer, Mönchengladbach, Germany June 2026 – Present

- First engagement: a redesign of the core audit-logging workflow on PlurieBR's B2B ESG compliance platform.

Career Break March 2022 – May 2026

- After relocating to Germany, I chose to be a full-time parent while my wife worked, raising our two children until both were settled in school. Those years made me more patient and a better listener. When I was ready to return, I studied German and then retrained in UX/UI, a deliberate choice that built on the consultative skills from my previous career.

Senior Account Director, Holler Technology, Hook, UK September 2021 – March 2022

- Designed a solution across 30 properties that let staff work remotely and handle calls seamlessly between locations, directly addressing the client's operational friction.
- Created an interactive walk-in product run-through for a major trade conference to engage visitors and convey the technology quickly.
- Acted as the main link between technical teams and client needs, translating specifications into delivered solutions that worked for end users.

Senior Account Manager, Adept Technology, Fleet, UK June 2017 – October 2020

- Designed and ran client workshops to help users get the most from the technology, and managed high-profile accounts including ASOS and Coca-Cola.
- Coached a team of thirty peers on new technical systems, ensuring they were confident and comfortable using the software.
- Led technical projects end to end, bridging client needs and engineering delivery so final products solved the user's problem.

Account & Product Manager, iCS Communications, Camberley, UK August 2013 – June 2017

- Managed the mobile product department and designed bespoke service packages for clients such as Vice News to meet complex international requirements.

Store Manager, Virgin Media, UK July 2009 – August 2013

- Turned around a failing branch by fixing friction in the customer journey, breaking performance records and hitting targets for the first time in the store's history.

Disabled Students Officer, NUS Wales & Lampeter Students Union, UK August 2008 – July 2009

- Redesigned voting systems and processes to launch Wales's first accessible university elections, ensuring every student could vote independently.
- Organised and ran the UK's first Disability Pride Festival, designing inclusive physical and digital experiences.
- Represented student needs on the boards of Skill Wales and Mencap Cymru.

Skills

Research: User Interviews, Usability Testing, A/B Testing, Concept Testing, Preference Testing, Heuristic Evaluation, Competitive Analysis, Data Analysis

Design: Wireframing, Prototyping, Information Architecture, User Flows, User Story Mapping, Personas, Journey Mapping, Design Systems, Developer Handoff

Specialisms: Inclusive & Accessible Design, Web Content Accessibility Guidelines (WCAG), UX Strategy, Stakeholder Management, Cross-functional Collaboration, Agile Methodologies

Tools: Claude(AI), Figma, GIMP, Google Forms, Microsoft Office, Notion, Trello, DaVinci Resolve

Languages: English (Native), German (B1/B2)

Education

AI-Driven UX/UI – IronHack

UX Design – CareerFoundry

UI for UX – CareerFoundry

Level 3 Diploma in Leadership & Management Skills – Institute of Leadership and Management

BA Classical Civilisations & Media Production – University of Wales, Lampeter (3 years completed)