EDWARD FAIRMAN

Product Designer

Profile

Award-winning Senior/Principal Product Designer with 20+ years of experience crafting scalable, user-centred digital solutions across startups, scale-ups, and global enterprises.

Blending strategic thinking, design leadership, and visual craft, I turn complex challenges into intuitive, high-impact experiences that drive business growth and long-term value.

My work has been recognised with BAFTA nominations and international honours including the Lovie Awards, Webby Awards, Creative Circle, New York Festivals, and features on Google Play and the Apple App Store.

Skills

User Research (UR)

Interaction Design & Prototyping (ID)

Experience and Visual Design (UX/UI)

User Testing (UT)

Current Experience

Senior/Lead Product Designer
Financial Times (FT Professional B2B)
Apr 2023 — Current

- Led design for Ask FT, the Financial Times' first generative AI research assistant, launching across responsive web and native app platforms to 1.5M subscribers. Achieved 82% helpfulness ratings and an average of 3 queries per session.

- Prototyped and validated new feature concepts—such as topic- and article-level sentiment analysis—to increase retention, engagement, and habitual use.

- Designed key moments across the client lifecycle, including Fast Track Amendments, subscription onboarding/offboarding, subscription management, auto-enrol, and self-serve tools—delivering a seamless and optimised end-to-end B2B experience.

- Led creative direction of a full brand audit across FT Professional touch points, shaping UX and UI recommendations to elevate and differentiate the B2B experience.

Education

University of Portsmouth
BSC (Hons) Entertainment Technology
2005 — 2007

Teign School 6th
4 A-C A/AS Levels
2002 — 2004

Teign School (Secondary)
10 A-C GCSE Levels
1997 — 2002

My degree covered advanced web design, multimedia production, animation and scripting, project management, and the psychological impact of media.

Alongside my degree, I studied sign language and took on various trade and business assignments — from project management to designing and delivering modern, market-ready products.

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Previous Experience

Lead Product Designer
HeliosX HealthTech Platforms
(MedExpress, ZipHealth, RocketRX)
Aug 2022 — Mar 2023

Oversaw design across digital platforms, improving consultation attendance and conversion across responsive experiences. Led generative research and partnered with senior leadership to inform strategic direction.

▪ Designed user-centric experiences for emerging market opportunities, including diagnostics, loyalty schemes, and AV consultation platforms.

▪ Introduced audio and video consultations in the UK and US, improving accessibility and attendance.

Impact & Results:

▪ Boosted attendance rates by 12%+ through improved AV consultation flows.

▪ Reduced cost per acquisition (CPA) by 14% and customer acquisition cost (CAC) by 32%.

▪ Increased paid-to-dispatch conversion (CVR) by 16%, including reduced prescribing cost per dispatch by $0.20.

▪ Achieved 24% increase in conversion from consultation to dispatch and improved operational efficiency via optimised service hours.

Senior Product Designer
Just Eat Takeaway
(Restaurant B2B / Consumer B2C)
Jan 2019 — Aug 2022

Creative directed across restaurant (B2B) and consumer (B2C) pillars. Directly worked within the restaurant administration and acquisition team, creating a seamless and efficient signup flow for onboarding potential restaurant partners.

▪ Created new experiences for market and brand opportunities, such as loyalty schemes, stamp cards, meal collection, group ordering and large event integration.

Impact & Results:

▪ Improved restaurant sign-up by integrating premises types, enabling partners to target required documentation more accurately.

▪ Reduced onboarding time by 1 day for non-standard and 2-in-1 premises; cut signup errors by 18% and enhanced data quality.

▪ Designed a new FSA hygiene flow, supporting complex hygiene cases (35% of partners) with upload options to accelerate approval.

▪ Achieved a 15% uplift in accounts from 'awaiting inspection' or 'exempt' status, with a 1-day reduction in go-live time and 17% fewer errors.

Senior Product Designer
BBC
(BBC Global News, BBC Worldwide)
Aug 2014 — Jan 2019

Led design across BBC.com's international and commercial platforms including BBC News, Sport, Culture, Earth, Future, Travel, and Reel.

▪ Spearheaded UX/UI for award-winning verticals, delivering high-impact commercial projects and co-branded platforms with partners such as Land Rover and Samsung.

▪ Delivered core business goals, increasing ad CTRs, dwell time, and media engagement across homepage and vertical experiences.

▪ Creative directed the Story of Life iOS/Android app (with AKQA), earning a BAFTA nomination and 250K+ downloads; featured on Google Play and Apple's picks.

▪ Optimised a suite of BBC commercial feature sites as mobile-first PWAs; BBC Earth won a 2017 Webby, BBC Travel received a W3 Global Award.

▪ Conceived BBC Explore, a mobile-first VR and 360° video experience in partnership with Samsung.

▪ Launched BBC Reel, a video-first storytelling platform elevating the BBC's short-form content across media channels.