Bryan McDowall

Senior Product Designer

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Profile

Senior product designer and former frontend developer with 15+ years across B2B SaaS and large consumer platforms. I make complex products simple, in domains from workplace pensions and insurance to approvals and body measurement. I own work from discovery to release, prototype early and work embedded with engineers. I have taken a product from a basic concept to full specification, turned inconclusive research into a clear decision, and built a design system used by 18 product teams.

Skills

End-to-end product design for complex B2B and consumer products · Prototyping and usability testing · Specifications and acceptance criteria · Design systems and tokens · Accessibility (WCAG 2.1 AA) · Figma and Figma Make · AI-assisted prototyping · HTML, CSS, JavaScript

Experience

Senior UI Designer · Royal London

Mar 2026 to present · Edinburgh (hybrid)

UI specialist on Workplace Futures, a new online platform for employers managing workplace pensions in a regulated domain. I set the approach to UI for around 8 squads across 5 teams.

- Turned an inconclusive 5-session usability test of table filters for pension contribution data into a clear decision: I rebuilt both options as interactive Figma Make prototypes and the researcher ran 25 sessions with business managers and finance operators.
- Wrote the UI guidelines and processes every squad uses, and sign off UI from 8 UX designers for consistency, accessibility, responsiveness and fit with engineering.
- Built a UI library on top of the company design system: plain-named alias tokens and around 10 opinionated components, used by ~10 designers and referenced by ~20 frontend engineers.
- Brought UI into delivery at the prototyping stage with UX designers and accessibility specialists, and review built UI with engineers against signed-off designs.
- Lead the day-to-day work of a senior contract designer, prioritising through a Jira board I run.

Senior Product Designer (contract) · Nile, for WTW

Sep 2025 to Dec 2025 · Remote

Sole designer on an internal application for brokers and agents at WTW, a global insurance broker, to share quotes and evidence and manage insurance profiles and claims.

- Delivered from a changing brief to engineering handover within a fixed budget.
- Evaluated AI prototyping tools (Vercel v0) and shared findings with WTW's design team.

Lead Product Designer · Bodygram

Oct 2024 to Aug 2025 · Tokyo

Sole designer at an AI body-measurement company whose products are embedded by businesses in fashion, uniforms, health and insurance. Reported to the CEO and Head of Engineering.

- Redesigned the Body2Fit sizing flow. Each extra screen was losing about 1 in 10 users, so I replaced at least four screens of form-filling with an instant 3D result users adjust with sliders.
- Owned design for three products, including Wellness by Bodygram, a dashboard for professionals tracking their clients over time.

Lead Product Designer · Colorkrew

Apr 2023 to Sep 2024 · Tokyo · Promoted from Senior within four months

Design across a suite of around 10 workplace and HR SaaS products, at times as the only designer.

- Took Colorkrew Workflows, a form builder and approvals product, from a basic concept to full specification and internal release. Prioritised features with the product owner and directed the engineering team.
- Designed the admin side of Colorkrew Intra, a company portal, from concept to delivery, and improved multi-company management in Colorkrew ID, the account layer for the suite.
- Designed an AI chat assistant end to end, running in a closed Azure environment so customers could use sensitive data. It shipped.
- Defined the foundations (type, colour, form components) of a company-wide Figma library. Mentored two designers, and the CEO asked me to make the call on one hire, who now leads design there.

Senior Product Designer, Design Systems · Trustpilot

Nov 2021 to Mar 2023 · Remote

- Led design for the design system through a company-wide rebrand, turning a marketing-only brand into product UI meeting WCAG 2.1 AA. The rebrand won Best Internal Rebrand and the Judges Award at the Inside Out Awards 2023.
- Built and maintained 530+ tokens, 70+ components and 200+ icons, adopted by 18 product teams across consumer, business and marketing.
- Drove adoption through a contribution model, documentation, workshops and work-in-progress reviews.
- Set up the token pipeline from Figma to code (Tokens Studio, Style Dictionary, npm).
- Saved $24,000 in six months with a quarterly Figma seat audit, later adopted by finance.

Product Designer · Dayshape

Nov 2020 to Oct 2021 · Remote

Product design for a resource planning platform used by audit and accounting firms, during a frontend rebuild from Angular to Vue.

- Won engineering buy-in for a design system and component-driven development with a development cost analysis presented to the CTO.

Web Developer · Rockstar Games

Jul 2012 to Oct 2020 · Edinburgh

Design and frontend, embedded with engineering, with design growing to around half the role.

- Designed and built the frontend of the Rockstar Games Launcher, including its component library, store and payment flow.
- Worked on Social Club, the account and community platform that grew past 200 million members.
- Worked on an internal admin platform used across the company, from marketing to customer services, to manage users and purchases, gift rewards and track in-game statistics.
- Credited on GTA V and Red Dead Redemption 2 for online services.

Earlier

Junior Web Developer, Screenmedia (Glasgow), 2011 to 2012 · Junior Web Developer, MGt (Kirkcaldy), 2009 to 2010

Education

BA Animation, Interactive Technology, Video Graphics and Special Effects · University of the West of Scotland, 2008

Languages

English (native) · Japanese (basic conversational)