

Oli Batstone - Senior Product Designer

Portfolio: olibatstone.design

Email: hi@olibatstone.com

LinkedIn: [olibatstone](https://www.linkedin.com/company/olibatstone)

Remote-working: Yes or UK-hybrid

Location: Bristol, UK

2-min video introduction: [View](#)

Profile / Summary

Experienced (10 years) Senior Product Designer, expert in designing high-performing, user-centred products and services that deliver for businesses. Key strengths include: identifying user needs with user research, ensuring users engage with solutions to maximise ROI and reduce risk; aligning with stakeholders to scope or challenge business requirements, enabling viable solutions; delivering in ambiguity by learning enough to identify and create value (often zero to one), providing a lean feedback loop for more data; setting hypotheses and success metrics as part of the discovery process, and measuring with qualitative and quantitative data as needed to identify successful bets; working with scientists, clinicians and regulatory teams to make complex science accessible and engaging for users; designing inclusive products to meet the needs of everyone, enhanced by lived disability (stammer) that affords a unique empathy for users; using Claude and other AI tools to speed up design without process compromise, for example generating a true range of code prototypes, allowing faster user testing, iteration, and release; communicating the design process to increase team and organisational understanding, supporting efficient stakeholder collaboration; excellent written and verbal communication skills to influence, align and support remote teams.

Key Skills

Product Strategy	User Research (Interviews, Diary Studies)
UX Design / Behavioural Design	Insight Synthesis (Journey Maps, Service Maps)
Healthcare UX / Patient Experience	Clinical Dashboards / Complex Information
Accessibility / Inclusive Design (WCAG AA)	A/B testing
Service Design	Stakeholder Collaboration
Wireframing	Prototyping (Web, iOS and Android)
UI Design	Design Systems
NHS and GOV Prototyping Kit	HTML/CSS/JS and React

Career Highlights

- Genomics needed a clinical workspace for US clinicians to manage Health Insights genetic tests, patient referrals and risk insights from multiple data sources. As Senior Product Designer, ran sessions with clinicians to understand their needs; designed a data-heavy, personalised dashboard; balanced clinical, regulatory and engineering constraints. Delivered into clinical use as part of the Health Insights US product.
- Genomics needed to cut sample rejections of their US/UK at-home genetic test. As Senior Product Designer, worked with lab staff to identify rejection drivers; designed simple, accessible

online instructions based on GDS design patterns and redesigned the physical test kit. In first month post-launch, sample rejection rate fell to 0.3% from 10% (-9.7 points) saving ~£2,800 per 1,000 kits. [Full case study](#).

- Genomics needed to increase account-creation rate on their genetic test marketing website. As Senior Product Designer, identified pain points through survey data and usability testing; redesigned the site with new product identity, clearer messaging and simpler science content. In first month post-launch, account-creation rate rose to 59.3% from 54% (+5.3 points), beating the 40% healthcare benchmark. [Full case study](#).
- Candide needed a gifting feature ahead of Christmas on a tight deadline. As Product Designer, researched gifter and receiver needs including accessibility barriers for older users; designed a progressively disclosed multi-step flow with WCAG AAA compliance; validated with unmoderated usability testing across 20 participants. In three months post-launch, 505 gift memberships drove £32k revenue; 80% of over-65 recipients rated the experience very easy; 13 new garden partnership discussions initiated. [Full case study](#).

Career History / Work Experience

Senior Product Designer - Oli Batstone Design, Bristol (Dec 2025 – Present)

Oli Batstone Design helps startups, scale-ups and agencies build digital health products that patients and clinicians use, not avoid. Most recently worked with Uncommon Creative Studio Ltd, working across two client-end briefs.

- Clinical iPad sales tool for a US healthcare brand: redesigned the pitch experience used by a ~600-strong field team presenting to OBGYNs and paediatricians, in pitches that can last under a minute. Rebuilt a 30-to-40-page tool around one-handed swipe navigation to cut interaction cost; put the clinical evidence behind each claim one swipe away; worked from Uncommon's brief with a Head of UX, product manager and two engineers. In client testing, 3 of 5 reps found navigation much easier; enlarged the doctor switcher after 3 said they would sometimes miss it. The client built the tool from the wireframes and launched it in May 2026.
- Personalised AI-driven wellness/e-commerce experience: completed the full experience design end-to-end, working with a product lead, engineers and senior stakeholders. Defined and shipped all key flows, interaction patterns including conversational chat UIs, prototypes and engineering specs across web and mobile.

Senior Product Designer - Genomics Ltd, Oxford (Aug 2022 – May 2025)

B2B2C/B2C scale-up; genetics-powered population-scale disease-risk products; worked across acquisition, onboarding, and results delivery for patients, and clinical tools.

- Designed the data-heavy US clinician dashboard for managing Health Insights genetic tests and patient referrals.
- Redesigned marketing site, raising account-creation rate by 5.3 percentage points to 59.3%, above the 40% healthcare benchmark; full case study in highlights.
- Redesigned genetic test sample collection experience, cutting kit rejection rate by 9.7 percentage points to 0.3%; full case study in highlights.
- Prepped for MHRA self-certification for UK launch of Health Insights US by interviewing 15 GPs as

part of a moderated usability test; led to successful entry attracting Bupa and other key UK customers.

- Built and maintained new Health Insights design system.
- Ran company-wide design talks to raise design maturity and embed user-centred practice across teams.

Product Designer - Candide Ltd, Bristol (Oct 2020 – Aug 2022)

B2B2C/B2C startup; digital infrastructure and visitation experience for garden destinations (ticketing, CRM). Designed accessible gift membership feature driving £32k revenue in three months; full case study in highlights.

Product Designer - Masabi Ltd, London (Oct 2018 – Jan 2020)

B2B2C startup; mobile ticket platform for worldwide public transport agencies.

- Designed universal fare-collection SDK integrated into Uber and MTA apps. RTD Denver revenue rose 39.2% post-launch and Uber trips starting or ending at transit stations increased 11.6%.
- Led end-to-end interaction design of multi-language iOS, Android and web platforms supporting 85M+ global journeys.
- Collaborated with Uber and Google design teams.

UX/UI Designer - NewDay Ltd, London (Oct 2016 – Oct 2018)

B2C/B2B; credit cards for near-prime customers + retailer checkout finance. Designed web experiences for 10+ brands with 10M+ annual sessions, taking on senior design responsibilities during colleague transition.

Education / Qualifications / Professional Development

- **Business Design Course**, dMBA - April 2022 (Business Strategy, Product Strategy)
- **Service Design Masterclass**, Royal College of Art - September 2021
- **UX Certification**, Nielsen Norman Group - March 2020 (Distinctions in all exams). [Official accreditation.](#)
- **Freelance Website Development**, Codecademy - Aug 2017
- **BA Hons Digital Media Production**, Arts University Bournemouth - 2012–2015 (Specialised in UX/UI)

Recommendations / Testimonials

June 2026: Anna Dziubinska - Senior Digital Project Manager, Freelance (via Uncommon Creative Studio)

'I had the pleasure of working with Oli on a large-scale digital product spanning both web and mobile app experiences. From the outset, Oli played a key role in establishing the UX foundations that shaped the direction of the project. He worked on the creation of user flows and wireframes, translating complex requirements into intuitive, user-centred experiences. His work helped define the overall information architecture and interaction patterns, ensuring a consistent and scalable experience

across both platforms. One of Oli's standout contributions was designing the experience around an AI concierge feature. He thoughtfully explored how AI could enhance the customer journey, creating seamless interactions that balanced innovation with usability. It was really great to have him as apart of the team, I can definitely recommend him if you need a skilled, collaborative and reliable team member.'

June 2025: Tom Byers - Lead Product Designer, Genomics

'I worked closely with Oli at Genomics. He approaches design challenges with genuine thoughtfulness, a keen eye for detail, and an unwavering commitment to users and solving user needs. His experience and clear passion for good design make him a perceptive design reviewer, able to provide constructive and perceptive feedback. His interest in optimising team ways-of-working helps push teams forward. Overall, his blend of technical skill, principled user-centered thinking, and experience make him a valuable addition to the team.'

May 2022: Catharine Webber - Head of Digital Product, Candide

'I worked extensively with Oli during our time at Candide where - together with our team - we delivered pivotal products that met our customers' needs whilst enabling us to consistently meet our financial targets and OKRs. I constantly relied on Oli's calm, focussed and methodical approach to unlocking the problem(s) we needed to solve, and stepping us through the process of discovering the best ways to solve them. Customer input and user testing were at the forefront of how he achieved this: enabling the team to quickly move past idea and opinion to alignment and delivery. He tackled complex journeys which required adherence to regulation and effectively balanced this with keeping things simple and clear for the end user. He was a valued colleague and friend to myself and many of the team during my time at Candide: open minded and fun to collaborate with. I wouldn't hesitate to recommend Oli to anyone looking to work with a UX expert and customer champion.'

November 2021: Giles Currington - Product Design Lead, Candide

'I worked with Oli at Candide, where we worked together on products and services for garden venues and their visitors. Oli is great at distilling complex ideas down and explaining them in ways everyone can understand. His thorough and precise approach to exploring problems, framing opportunities, and creating solutions made him a joy to work with, and his empathetic, approachable nature mean he's a natural advocate for the user, seeking feedback and input on concepts and prototypes early and often. His awareness of the importance of language in shaping an experience, and skill in writing and working with words and UX copy, lend his design work a clear, human voice. His deep understanding of UX best practices was integral to designing successful products that meet user needs, and he is a strong proponent of good design and research practice. I would love the opportunity to work with Oli again, and know that he would be a stellar addition to any product team.'

9 more recommendations available on [LinkedIn](#).

Portfolio: olibatstone.design