

LUCAS YEATS

Senior Product Designer | Design Lead

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Profile

I am a Senior Product Designer and Design Lead with more than 16 years of experience designing digital products, services and interfaces across government, finance, insurance, education, retail and technology.

I often join projects that need someone who can understand an unfamiliar business quickly, ask direct questions and turn complicated requirements into a product people can use and a development team can build. I work closely with clients, users and engineers from the early stages of a project through to prototypes, design systems and delivery.

I started my career in frontend development and have also led multidisciplinary teams, recruited designers and developers, managed budgets and backlogs, and taken responsibility for delivery. That combination helps me stay close to both the problem and the practical work of solving it.

Selected clients

Scottish Government | NatWest | RBS | Ulster Bank | Imperial College Business School | Lloyd's Register | Scottish Rugby Union | Carbon Trust | Veolia | Boots | AmeriCorps | Holland & Barrett | The Drum | University of St Andrews

Product design experience

Head of UI Design | Mediamaker | October 2023 to June 2026

Led design across insurance, local government, retail and internal business systems. I worked directly with clients and delivery teams, helping to understand requirements, present ideas and take projects through wireframes, prototypes, interface design and engineering handover. One of the largest projects was an insurance quote building platform that replaced a process managed through email with a shared dashboard. I interviewed stakeholders, ran workshops, mapped the full service and prototyped the complete journey. Other work included a new car insurance portal, an employee travel application, a council Net Zero portal and a Drupal company shares platform.

Lead Product Designer | Mass Labs | July 2024 to September 2024

Designed the experience and visual foundations for a blockchain ecommerce platform. I mapped the journeys for customers and shop owners, worked through wallet based access and payment, and created responsive prototypes and a component system that the engineering team could take forward.

Lead Product Designer | ThermaFY Group | November 2023 to March 2024

Worked across a customer website and a suite of internal product tools. I created a shared design system and component library, and designed an application for creating PDF reports. The work brought consistency to products that had developed separately and gave the team a clearer foundation for future development.

Lead Product Designer | Artificial Lift Performance | January 2023 to March 2023

Led product design for a specialist industrial platform used to filter and review complex asset data. I reviewed competing products, tested the existing experience with customers and developed the new design through wireframes and clickable prototypes. The final work included asset overviews, data filtering tools and a reusable component library.

Development Manager | Imperial College Business School | June 2022 to January 2023

I managed a team of four responsible for the Business School's digital estate and shared component platform. My role covered the roadmap, budgets, recruitment and delivery, as well as managing the Jira backlog and leading sprint planning and retrospectives. I also oversaw a React component library documented in Storybook and integrated into Drupal, giving the team a consistent way to design and build new features.

Senior UI Designer | Full Fat Things | March 2021 to January 2022

Designed ecommerce experiences, mobile applications and Drupal products. I produced high fidelity wireframes, prototypes and design system components, and worked closely with developers to resolve practical questions across both the design and implementation.

Senior UI Designer | The & Partnership | December 2019 to April 2020

Created reusable email interface systems for NatWest, RBS and Ulster Bank. The work included wireframes, components, style guides and rollout documentation, while accounting for the technical limitations of email across three banking brands.

Senior Product Designer | Cognitive Geology | June 2019 to September 2019

Led product design for an early stage platform working with geological and spatial data. I interviewed users, designed workflows, administration tools and data visualisations, and tested ideas through prototypes. I also designed the marketing and onboarding experience, creating a clearer route from first contact to regular product use.

Senior UI and UX Designer | Lloyd's Register | January 2019 to April 2019

Led user research and the redesign of a suite of internal enterprise tools. I interviewed staff, gathered requirements and designed a new operational dashboard and shared visual language. I also documented a reusable design system for global teams, making specialist tools easier to use without removing the detail experienced users relied on.

Senior UI Designer | The Drum | November 2018 to December 2018

Designed the main journeys and interface for The Drum Recommends, together with a component guide for development. This short engagement gave the product a clear and consistent foundation ahead of build.

UI Designer | TVSquared | April 2018 to June 2018

Improved the onboarding journey and dashboard for an advertising analytics platform through wireframes, prototypes and a style guide ready for implementation.

Senior UI Developer | Equator | February 2018 to April 2018

Developed reusable interface components for a major international brand website, with a focus on accessibility, performance and consistent implementation. This role strengthened the component and design system thinking that still informs my product design work.

Development Manager | Scottish Rugby Union | September 2016 to November 2017

Led the team developing a CRM for staff and players while overseeing a wider portfolio of digital work. I managed designers and developers, set priorities, facilitated sprint planning and worked with stakeholders across the organisation to turn operational requirements into deliverable products. I also recruited new team members and remained closely involved in product and user experience decisions.

Technical delivery engagements

Alongside my design roles, I continued to take frontend and CMS contracts where clients needed someone who could connect design decisions with the practical work of delivery.

Projects included a headless Gatsby and WordPress platform with a React component library for Beep! Digital, an accessible Drupal 10 website for the Scottish Government through GuyCo, and frontend supervision for Imperial College. I also worked with Carbon Trust, Research Data Scotland, Zero Net Nation, Veolia and Holland & Barrett, and led development for AmeriCorps, the US Government's national volunteering platform, with Brandpie.

Earlier career | 2010 to 2016

I built the early part of my career through agency, contract and in house roles spanning interface design, frontend development and Drupal.

Clients and employers included Wyoming Interactive, G2G3 and Capita, Source UK Services, Indicia, NetThings, the University of St Andrews, Hookson, iKOS, Blonde Digital and Heriot Watt University. This period established the technical foundation and agency relationships that led to repeat engagements throughout my contracting career.