


Jade Cummings

Senior UX & Product Designer

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UX Lead & Product designer
TWO Associates 2019 - Present

UX and UI design, product design, UX strategy, wireframing and prototyping, design system creation and maintenance, technical specifications, system flows and user flows, journey mapping, UX research, UX audits (website, product and accessibility), testing (overarching and UAT). Product management, project management (sprint planning, budgets, pitch decks and presentation, resource allocation, roadmaps, client liaison) and team management.

Digital Design Director & Front-End Developer
Why Media 2010 - 2019

UI and UX design and strategy, team and project management, creative direction, pitch decks, client presentation, branding and brand guidelines, design for print including POS, brochures, direct mail, stationery, editorial design (magazines and newsletters) and event stands. Digital design including websites (design and programming), email design and programming, accounts and invoicing, client liaison, creative direction, SEO & AdWords.

Lead Designer
Udozi 2010 - 2014

Design of brand assets, UX/UI design (website and iOS app), SaaS product design and wireframing, prototyping, UAT and collaboration with development team.

Graphic Designer
Module Media 2010

Animated advertising banners, animations and email design, website design and layout. Website updates, marketing asset design for well-known publications.

Designer & Illustrator
Sketchbook Magazine 2009 - 2010

Illustration, artworking, editorial design and layout.

Graphic Design Intern
Advocate Art 2010
Belle & Bunty 2010
Fluid Design + Marketing 2008

Greeting card design, artworking and image editing, branding and identity design, lookbook design, PDF presentation design, branded merchandise design.

Brands I've Worked With

BlackRock **BNY** **CONDÉ NAST** **GO** **iShares** **J.P.Morgan** **JUPITER** **Vanguard** **WIRED**
by BlackRock ASSET MANAGEMENT

Skills

Expertise

UX/UI Design Product Design UX Strategy SaaS
Front-end Development Critical thinking User Journeys
Prototyping Information architecture Product Roadmaps
Wireframing Personas Project/product management

Tools

Keynote Adobe Creative Suite Sketch Figma
Visual Studio Code Google Tools MS Office Atlassian

Programming

HTML/CSS PHP WCAG jQuery Bespoke CMS
SQL Sass/Less

Education

Design skills: Artificial Intelligence

Accenture (2025)

Product Designer, UI/UX Designer & UX Writer

Uxcel Professional Certifications (2024)

Essentials in UX and HCD Management (CPUX-M)

Bunnyfoot Certification (2023)

Web Development Course

Steer (2023)

BA Hons Degree - Graphic communication

University for the Creative Arts (2008 - 2009)

Foundation degree - Graphic Design

London College of Communication (2006 - 2008)

Diploma in Foundation Studies - Art and design

Central Saint Martins University (2005 - 2006)