

Norrie Hansen

Senior product designer

norriejansen@gmail.com
norriehansen.com
linkedin.com/in/norrie-hansen
Remote from Scotland

SUMMARY

I'm a senior product designer with over 9 years in design, 7 of them in UX. I own the end-to-end design process - research, ideation, validation, PRDs, UI design, development handoff - and, when required, build and ship working software myself with AI (Claude Code). I was collectionHQ's first design hire, and I designed its new product, cHQselect, from day one to launch.

EXPERIENCE

June 2022 –
present

Senior UX Designer | collectionHQ

Library collection management software

- The product I designed saved 74% of £400k at-risk ARR and has since generated a £5.4m sales pipeline. cHQselect is a book-buying tool for public libraries, built to replace a product the company was losing. I designed it from day one to its launch in March 2026: the brand, the UI design system, the prototype, the validation, and every initial screen and user flow.
- I designed and built an internal tool in my own time that the entire company now uses. User Cycle is an AI-powered product-management tool. It brings customer requests into one space, finds duplicate feedback for us to merge, acts as a single space for the product design lifecycle and writes our PRDs. The whole company works in it, allowing us to cancel Jira.
- I hired and line-managed the company's second designer. I wrote the job description, shortlisted, ran 16 interviews across two stages and made the offer, then onboarded her, led her first-90-day OKRs and structured her role and process.
- I introduced and led measures that cut research phase time by 50%. I brought user research into the company and created the R&D process it now follows, from customer feedback to feature release: design and discovery run ahead of development, and nothing goes into development without a PRD, validated design, acceptance criteria and edge cases.
- The design system I created cut mock-up and development handoff time by 75%. I also led WCAG 2.2 accessibility across the products and QA.
- Graded "exceeding expectations" at the 2026 mid-year review, with anonymous peer feedback placing me as a standout.

June 2021 – June
2022

Head of UX | Estendio (Present Pal)

Assistive technology for neurodivergent students

- Led UX for a mobile app supporting neurodivergent students in higher education, and built the company's first remote research and testing programme.
- Identified a product adoption risk and drove a pivot to desktop plugin support; product usage rose 12% following the feature expansion.

February 2021 –
June 2021

Head of Creative (Contractor) | Underground Ecom

Email marketing for global ecommerce brands

- Directed a global team of 13 designers as interim Head of Creative for a large e-commerce agency, standardising design output across six time zones.
- Built a modular UI system for Underground Ecom's new web design process.

September 2020 – February 2021	UX Designer Exizent Legal tech User research, persona development and journey mapping in a service-design-led team; delivered the UX artefacts for MVP planning and UI handoff.
June 2019 – September 2020	UX/UI Designer Creditfix Debt management - Improved landing-page conversion rates by 15–18% across multiple brands. - Led a website redesign that cut bounce rate by 50% and raised leads by 8%. - Rebranded Creditfix to reflect user trust and approachability. - Ran UK-wide user research roadshows to inform product and messaging, and created Lead Mint, a national participant panel for ongoing research access.
January 2018 – June 2019	Design Team Leader AMG Group Outdoor retail Managed a multidisciplinary design team, directing brand campaigns across print, digital, packaging, POS and ecommerce.

SKILLS

Research	Contextual inquiry, focus groups, usability testing, synthesis and analysis, workshop facilitation, quantitative research methods, repository setup and management.
Design	Wireframing, prototyping, design system creation and maintenance, brand identity creation, website design, conversion rate optimisation, WCAG 2.2 accessibility adherence, use of Figma.
Building with AI	Claude Code, Claude Design, Figma Make and Agents, React, Next.js, Supabase, Vercel, Cloudflare, skill.md creation.
Leadership	Hiring, line management, OKR frameworks, professional development, establishing working processes for strategic efficiency, collaborative approach to product design.

QUALIFICATIONS

UX Management, Interaction Design Foundation	2020	HND Graphic Design, West College Scotland	2017
Human-Computer Interaction, Interaction Design Foundation	2019	BA Sports Journalism, University of the West of Scotland	2013