

Product Design Lead, Consultant, Advisor & Creative Director

Dominic has been freelancing for his entire career in London for the last 13 years as a design and creative professional. Experienced with leading client-facing projects and small design teams – working across over 80+ design and creative projects for the likes of Toyota, Lexus, Atradius, IKEA, FIFA, Rolls Royce Motors, Macallan, Bank of New York/BNY, Charlotte Tilbury and more.

He specialises in Business Innovation, Product Design & Strategy, Research & Insights, Creative Direction and Design & Creative Advisory. View his work on dominiclivingston.com

AKQA, Amsterdam | Freelance Lead Product Designer – July 2024 – Present

Co-leading the product design experience execution of a comprehensive design system for a global automotive client. Capturing the requirements from both the business and users from their collective feedback either through feedback either through qualitative and quantitative data to inform further design improvements, new design solutions and complete redesign of relative parts of the experience. Working in sync with development teams and partners, data partners and key stakeholders across several markets across Europe.

In addition to:

- Introducing a design accessibility framework to manage, address and respond to accessibility requirements that Product Owners from the client side were escalating from the experiences across their two respective brands. In order to understand whether these requirements required Design QA, Design Action or Development Action to resolve them. Leading the design framework, guidance and execution for addressing the WCAG 1.4.4 Text Resizing, Colour Contrast Issues and 1.4.10 Reflow 400% Zoom for the experience across all brand sites – for the implication components raised by Product Owners.
- Leading an accessibility grooming audit exercise – looking at over 70 tickets raised within JIRA. To improve the quality and detail execution of the ticket, to ensure that the design team could address the tickets based on client requirements and accessibility requirements from the WCAG.
- Leading competitor analysis and benchmarking research across two projects focused on the EV Market across 7 key markets in Europe and Offers / Promotions across 3 key Europe markets.

Friendly Studio | Freelance Senior Visual & UX Designer – September 2024 – October 2024

Supporting the agency, on a ad-hoc basis, with visual and user experience design improvements and needs across multiple projects for a technology focused meta data platform client. Along with advising on how we prioritise better user experience for users of all levels of marketing and metadata understanding to improve the usefulness of the platform.

Critical Mass | Freelance UX Design Lead – April 2024 – June 2024

Leading the user experience design across multiple workstreams with the agency for their client who is a global custodian financial bank for their group web experience and other brand experiences. In addition to supporting the team across multiple projects on visual design and user interface design for the several brands that the global financial bank retains. Providing UX oversight and guidance for how the agency would address the migration request from the client to not impact user experience too much throughout the transition.

AKQA, Amsterdam | Freelance Lead Product Designer – January 2024 – March 2024

Leading the product experience design execution of a redesign project for one of the world's largest and leading credit insurance providers. Translating the vision piece into a tangible user experience and reflective of the stakeholder requirements, through to establishing a component library to enable efficient design execution and web experience scalability for the global business.

Hi Mum, Said Dad | Freelance Senior Product Designer – October 2023 – January 2024

Co-leading the redesign experience of a hospitality group and their several brands across multiple digital touchpoints. Supporting with the update and refresh of the design language and design system.

AKQA, Amsterdam | Freelance Senior Product Designer – May 2023 – October 2023

Co-leading the product design experience of two global automotive brands enhanced car configuration experience. Leading and supporting the team with LOFI exploration & HIFI execution of the design into prototypes, component library updates and build for the pilot launch.

Pooch & Mutt | Freelance Senior UX / UI Designer – June 2023

Supporting the cat and dog food brand with a redesign of their blog and landing pages – to better show the brands wealth of content and insight. In addition to improving the customer reading and browsing experience.

Greenpark | Freelance Senior UX / UI Designer – April 2023 – June 2023

Supporting the agency with leading the user experience and interface design directions and concepts across two global healthcare product brands for a multinational pharmaceutical and healthcare company.

Investis Digital | Freelance Senior Product Designer – May 2023

Leading the digital firms product discovery and design direction for a content marketing product.

Don't Shop, Swap | Freelance UX / UI Design Lead – December 2022 – April 2023

Supporting the startup with improving the customer experience, executing on customer feedback or business requirements with the design consideration and execution of new features for the

ecommerce store. In addition to leading the thinking and experience mapping of the future state of the online ecommerce store and future app.

Pancentric Digital | Freelance Lead Designer – February 2023

Supporting agency with visual web designs for a client pitch within the facilities management industry.

Wonderbly | Freelance Senior Digital Product Designer – October 2022 – February 2023

Leading the digital product design approach and strategy for the upper funnel experience for Wonderbly. From leading workshops with stakeholders to interviews and testing with customers. To informing the business of key insights, recommendations and actionable steps to take forward to improving the upper funnel experience. Supported the business through a rebrand transition with product design best practices by updating and improving their design system and component library in Figma.

Purr Group | Freelance Creative Director – September 2022 – October 2022

Leading the creative, design and experience direction across all client pitches and projects.

Wonderful & Brilliant | Freelance Senior Experience Designer – May 2022 – October 2022

Co-leading the user experience design approach and strategy for a premium sports entertainment platform and their global football tournament taking place in the Middle East.

HUGE | Freelance Experience Design Lead – December 2021 – April 2022

First project co-leading the client and partner experience design approach and strategy of a Life and Retirement giant client in the US. Second supporting the team with the experience design approach for a membership programme for a leading luxury global retail client.

Future Platforms | Freelance Lead Experience Designer – September 2021 – December 2021

Supporting two workstreams and leading the user experience design across iOS and Android apps for a rail group that operates several transport brands throughout the UK.

Dalziel & Pow | Freelance User Experience Designer – September 2021

Supporting the project team in leading and producing the wireframes to reflect several customer journeys, for an in-branch digital touchpoint experience for a European legacy bank.

HUGE | Freelance Senior Experience Designer – June 2021 – July 2021

Supporting the project team to deliver UX principles, wireframes and customer experience led design decisions and recommendations for Value Retail / Bicester Village's gift guides, lifestyle and product templates for their online experience.

Past Experience

- ustwo | Freelance Design Lead – April 2021 – June 2021
- WealthCX | Freelance UX Design Lead – April 2021
- Co op | Freelance Senior UX/UI Designer – October 2020 – April 2021
- Greenpark Content | Freelance Senior Designer – September 2020
- Nano | Freelance Creative Director – July 2020 – September 2020
- Nile | Freelance Senior UX Designer & Researcher – August 2020
- GreenParkContent | Freelance Senior UX/UI Designer – July 2020 – August 2020
- Nile | Freelance Senior Designer – July 2020
- AKQA | Freelance Senior Designer – June 2020 – July 2020
- Green Park Content | Freelance Senior UX/UI Designer – June 2020
- BC3 | Freelance Designer & Creative Director – June 2020
- Classof2020 | Freelance Senior UX/UI Designer – April 2020 – May 2020
- Nile | Freelance Senior UX/UI Designer – January 2020 – March 2020
- Charlotte Tilbury | Freelance Senior UX/UI Designer – November 2019 – December 2019
- AEG Europe | Freelance UX/UI Designer – November 2019
- Charlotte Tilbury | Freelance Senior UX/UI Designer – October 2019 – November 2019
- Allplants | Freelance UX/UI Designer – August 2019 – September 2019
- Ten Toes Media | Freelance UX/UI Designer – August 2019
- Nile | Freelance UX Designer/Researcher – July 2019 – August 2019
- EY Seren | Freelance UX/UI Designer – March 2019 – July 2019
- International Health Partners | Freelance Design & Creative Director – February 2019 – April 2019
- AEG Europe | Freelance Lead UI/UX Designer – November 2018 – February 2019
- Nile | Freelance Senior UI/UX Designer – November 2018 – December 2018
- Nice & Serious | Freelance Senior UI/UX Designer – November 2018
- Luminous | Freelance Senior Designer – September 2018
- AKQA | Freelance Senior Designer – September 2018
- The Crocodile | Freelance Senior Designer – August 2018
- Adjust Your Set | Freelance Designer – August 2018
- AKQA | Freelance Senior UI/UX Designer – June 2018 – August 2018
- McCann Health | Freelance Digital Designer – May 2018
- Financial Times | Freelance UI/UX Designer – March 2018 – May 2018
- McCann Health | Freelance Digital Designer – February 2018 – March 2018
- Atticus Creative | Freelance UI Designer – February 2018
- Splendid Unlimited. | Freelance UI Designer – November 2017 – January 2018
- Marks & Spencer/M&S | Freelance Visual Designer – December 2017 – January 2018
- Wonderbly | Freelance Digital Designer – August 2017 – October 2017
- GREY London | Freelance Digital Designer – July 2017
- Investis | Freelance UI/UX Designer – July 2017
- StudioPRO | Freelance Designer – June 2017
- National Citizen Service | Freelance Digital & Print Designer – June 2017 – July 2017
- Wingstop UK | Freelance Designer & Creative Director – May 2017

- Ravensbourne Students' Union | Freelance Designer & Creative Director – April 2017 – May 2017
- Business 3.0 | Freelance Graphic Designer – May 2017
- Matter of Form | Freelance UI Designer & Creative Director – March 2017
- Scarlett Cunningham | Freelance Designer & Creative Director – November 2013 – March 2017
- Saint & Birchley | Freelance Graphic/Print Designer – March 2017
- Jack Morton | Freelance Digital Designer – March 2017
- OgilvyOne Business | Freelance Digital/UI/UX Designer – February 2017 – March 2017
- GIMU | Freelance UI/UX Designer & Creative Director – December 2015 – November 2016
- Goody | Freelance Designer & Creative Director – December 2014 – August 2016
- Droga5 | Freelance Print Designer – July 2016
- ThinkMarkets | Freelance Digital/UI/UX Designer – February 2016 – April 2016
- Platform 4 Youth | Freelance Designer & Project Lead – November 2015 – January 2016
- Zone | Freelance Print & Digital Designer – September 2015
- Saatchi & Saatchi | Freelance Designer – September 2015
- Four 23 | Freelance Designer – September 2015
- Voliamo Travel | Freelance Designer & Brand Consultant – August 2015
- Collective Ventures | Freelance UI Designer & Art Director – July 2015 – Oct 2015
- InBound Marketing | Freelance Digital Designer – May 2015
- Scikron Group, Miami | Freelance Designer & Brand Consultant – November 2014 – January 2015
- House of Garmsville | Freelance Designer & Brand Consultant – July 2014 – September 2014
- Hotel Creative | Freelance Creative Director – June 2014
- BANDIT, Copenhagen | Freelance Designer – June 2014
- Fitzrovia Journal | Freelance Designer & Creative Director – January 2014 – December 2014
- Courier Paper & Agency | Freelance Creative & Design Intern – August 2013 – May 2014
- RMediaCircle | Freelance Designer & Creative Director – October 2013 – June 2014
- StyleCon London | Freelance Brand Consultant – January 2012 – November 2013
- Canoe | Creative & PR Intern – April 2011 & August 2011