Aaron Vale
Product Designer

London, UK
aaronvale.com

+44 7846 385 318
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10+ years of designing products and crafting experiences that people love

Experience

Not on The High Street

Oct, 2025 – Present
Contract

Senior Product Designer   -   Online marketplace

- Led numerous initiatives focused around improving ACV & conversion rates, such as re-designing the PDP, contributing to a 1.6%pt. increase in conversion
- Building the foundations of NOTHS' new design system, which is to be used across web & app by over 4M+ customers

Fathom

Dec, 2024 – Sep, 2025
Dec, 2022 – Mar, 2024
Contract

Senior Product Designer   -   Design & product agency

- Building TradFi and DeFi products for various organisations, including: a crypto trading web-app, investment accounting software, and a workplace benefits platform
- Scope of work:
    - → Designing complex, data-rich, B2B & B2C web products
    - → Building scalable design systems
    - → End-to-end UI/UX alongside CXO

Valarian

Apr, 2024 – Dec, 2024

Senior Product Designer   -   Enterprise security software

- Leading the design of a startup's enterprise security product from 0 > 1, helping to secure $20M+ in funding
- Worked as a sole product designer across 3 major features: file sharing, messages and video calls
- Frequent collaboration with C-suite throughout the entire product lifecycle, spanning design, engineering, business prioritisation, and go-to-market strategy

Pattrn Studios

Jun, 2022 – Nov, 2022
Contract

Senior Product Designer   -   Design studio

- Re-designed AXA's IM platform, boosting session duration by 190% & fund document downloads by 50%
- Led the design of a new navigation for both the AXA IM & AXA IM Core websites & implemented a new ETF product into the AXA IM ecosystem
- Set up foundations of a new design system to be utilised across Informa Markets' global 'Food Ingredients' websites
- Mentored a junior designer across both the AXA and Informa projects

Kleyo

Aug, 2020 – Jul, 2022

Co-Founder, Head of Product & Partnerships   -   Social commerce app

- Raised £265K for a consumer app that helped influencers monetise their audiences
- Selected to be part of Stripe's Start-up Mentorship programme
- Secured 150+ brand partners including Etsy, ASOS, Macy's, and designed a portal for them to onboard over 1M+ of their products
- Led the mobile app design from ideation to launch on both iOS & Android
- Routinely optimised UI/UX, 6X'ing our CVR from 0.2% to 1.2% and driving £140K+ GMV (with an avg. 75% MoM increase in GMV)

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Heue Digital

Apr, 2018 - Sep, 2020

Co-Founder, Lead Designer & Project Manager   -   Digital marketing & design agency

- Generated over £185K in revenue during the first 12 months we were public
- Scoped costs, organised teams and managed projects for over 35 clients including charities, venture capital firms, CBD brands and music publications

AVALE

Jun, 2013 - Jun, 2018

Founder, Creative Director   -   Streetwear brand

- Featured in international publications: [Hypebeast](#) and [Complex Magazine](#)
- Managed a team of 4 - overseeing design, manufacturing, marketing and CS
- Design lead on all collections including clothing graphics, lookbook & social content
- Sold over 1050+ orders

Arieum Studios

Jun, 2015 - Mar, 2018

Mid-weight Designer   -   Design & branding agency

- Managed a team including a Junior Designer & external freelancers
- Worked with 60+ start-ups & established businesses including Hub by Premier Inn, Disturbing London & Toy Room
- Curated two interactive workshop events in New York in 2015 & 2016, namely 'The Changing Nature of Marketing & Money', and 'Exploring Creative Potential'
- Co-hosted digital marketing & design talks to 200+ attendees in 2017 at leading coworking spaces, including Kensington Pavilion & Huckletree

Education

LLB (Hons) Law, 2:1   University of Birmingham, 2013 - 2016