SENIOR UX AND PRODUCT DESIGNER

Calie Boateng

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Location: Liverpool, open to UK-wide **Right to work:** UK, no sponsorship needed

I make high-stakes journeys feel *simple.*

I'm a senior UX and product designer with 8 years in UX. Nearly five of those have been with UK organisations, including three years as Lead UX Designer at a Liverpool law firm. I design products and services that feel simple when it matters most, grounded in research and shaped with the people who build them. I started out in web design, so I think about how things will be built from the start, and I measure every change rather than assume it worked.

15%

A/B tested · n = 3,100

lift in claim form completion, now on all five service pages

3 weeks to 1

First two pages after handover

to design a new service page with the design system

5 of 5

Usability test · 5 people

applied for a job on their own phone without help

5.7% to 11.6%

GA4 · before and after

enquiry form completion after a two-step redesign

Experience

Lead UX Designer, CEL Solicitors

Nov 2023 to Oct 2026

Liverpool

UK consumer law firm handling fraud recovery, housing disrepair and personal injury. I led UX and visual design across the firm's website and client tools, from ad landing pages and claim forms to the evidence portal and help centre.

- **Claims journey.** An audit found the same four failures on every service page. I fixed them once on the fraud page and proved it with A/B tests: moving trust signals next to the submit step lifted form completion by 15% over control (n = 3,100, statistically significant). The pattern now runs on all five service pages.
  Case study: bycalie.uk/work/claims-journey
- **Smart data capture.** Let people give their loss as a range, since few could recall the exact amount. Completed claim forms rose by 150% (GA4, 8 weeks before and after).
- **Evidence portal.** Handler logs showed more than half of new cases needed an evidence chase. I redesigned the portal mobile-first within the existing backend: 5 of 6 people completed every task unaided, up from 2 of 6, and time to submit fell from about 4 minutes to under 2 (usability test, 6 people).
  Case study: bycalie.uk/work/evidence-portal
- **Design system.** Audited the site's service pages and built a token-based Figma system with accessible form components: 8 button styles down to 3, 4 type scales to 1, and new page design cut from about three weeks to one.
  Case study: bycalie.uk/work/design-system
- **Research.** Led discovery for Fraud and Personal Injury by interviewing the solicitors and client-facing staff who speak to claimants every day. I paired what they told me with analytics, a website survey and client reviews to produce personas, emotional journey maps and a Plain English content standard.

Lead UX Designer, CEL Solicitors, continued

Nov 2023 to Oct 2026

- **AI in the design process.** Used AI tools daily to prototype, explore layouts and draft copy, and to make small changes to the live product, always reviewed before release and never with client data. It cut the time to prototype and test ideas with users from half a day to under an hour.
- **Accessibility and governance.** Built WCAG 2.2 AA checks, conversion rate optimisation and A/B testing into how the team worked, with success measures agreed with stakeholders.

UX Consultant, Freelance

Dec 2021 to May 2026 · part time from Nov 2023

Remote, mainly UK clients

Independent UX work for clients in SaaS, e-commerce, recruitment and investment advisory, most of them in the UK. Full time until I joined CEL in 2023, then a small number of evening and weekend projects for long-standing clients, outside CEL's sector.

- **Omega Recruitment Services.** Designed and built a WordPress site around one application form for care workers on their phones, to WCAG 2.2 AA: four required fields, an optional CV, no CAPTCHA. All 5 people tested found a job and applied without help, and an automated scan of five pages found one small issue.
  Case study: bycalie.uk/work/omega
- **Constelor Investment.** Set up tracking on the firm's paid search and built a new landing page, so every enquiry could be measured. A two-step form roughly doubled completion, from 5.7% to 11.6%, and the data shaped a rebuild of the whole site, where tree test task success rose from 47% to 87%.
  Case study: bycalie.uk/work/constelor
- **Other clients.** Mobile usability, accessibility and form redesigns, including a renovation firm's photo quote form.

UX Designer, Esoko

May 2018 to Sep 2020

Accra

Agri-tech data platform used across Africa for farm surveys, census and market price data. Embedded in the engineering team with developers and product managers in Agile sprints.

- Designed the web app for surveys, dashboards and reports, and the Insyt mobile app field agents use to collect data, testing with HTML, CSS and JavaScript prototypes.
- Clearer interaction design and call-to-action hierarchy lifted engagement by 20%, and usability fixes cut support complaints by 25% (support tickets). Built and maintained the design system and mentored junior designers.

UX Designer, Universal Merchant Bank

2019

Accra · freelance contract

Designed a role-based approvals system to replace paper forms, with email as the way in. In a two-week pilot, 17 of 20 staff used it at least twice a week, and the bank rolled it out to five more branches.
Case study: bycalie.uk/work/umb

EXPERIENCE, CONTINUED

Senior Web Designer, Hubtel

2016 to 2018

Accra

Payments and commerce platform for small businesses in Ghana.

- UX and interface design for its business web apps: a point-of-sale system, a checkout platform, an SMS advertising platform and a customer management system.
- Built a design system for the web apps and mentored junior designers.

Selected project

Job tracker

2026

Designed a tracker for my own job search and rebuilt it twice in seven weeks of daily use. Its insights showed a 57% reply rate from careers sites against none from LinkedIn Quick Apply, which changed where I applied. I also designed what its AI agent may do: it keeps records up to date and drafts messages, and never sends one.

Case study: bycalie.uk/work/job-tracker · Live demo: bycalie.uk/demo/job-tracker

Skills

UX and product design	End-to-end UX and UI, user flows, information architecture, wireframes, rapid prototyping, content design, mobile-first design
Research and analytics	Interviews, usability testing, discovery, heuristic audits, journey mapping, service blueprints, tree testing, GA4, A/B testing, CRO
Accessibility and systems	WCAG 2.2 AA design and testing, design tokens, Figma component libraries, HTML, CSS and JavaScript, WordPress
AI and automation	AI-assisted research, prototyping and UI delivery with Claude, Claude Code, Figma AI and Figma Make; designing trust into automated workflows
Ways of working	Agile delivery, cross-functional teams, stakeholder alignment, design critique, mentoring
Tools	Figma, UserTesting.com, Optimal Workshop, Miro, Hotjar, GA4, GitHub, Adobe Creative Suite
Education	Diploma in Software Engineering, NIIT