

# Nick Spiller

Head of Product & Design, Full Stack Product Designer

A little about me – I’m an experienced product design director in the financial services industry. I was a founding member of a fintech startup bank, and grew the startup from conception to 250,000 users. I also run a small app design agency which provides MVPs for startups. I’ve previously given talks at Apps world Berlin, and Money 20/20 Europe to crowds of over 1000 people. I’m a keen cryptocurrency advocate and I’m involed in a due diligence startup engaging blockchain technologies. Alongside my current role, I serve as Head of Product for three startup on an advisor basis, ensuring a defined, validated roadmap is followed, while empowering the team to deliver features, and focus on driving AARRR pirate metrics. I’ve recently designed and launched an internal tool for startup design teams and freelancers, called Quicktestapp.com

## Head of Product Design, Royal Bank of Scotland (Natwest, Bó)

Jun 2019 – Present

- Reorganised the design team from UI, UX individual specialisms to T-shaped Product Designers.
- Created and implemented a user research & insights function.
- Implemented Must Have & Churn surveys, defined by app usage & CRM.
- Created a Junior–Manager tiered career progression plan.
- Hands on team development through design audits, design forums, and team 1:1’s.
- Interviewed and affinity mapped 40+ interviews, and formed product personas.
- Created various templates for design research & testing.
- Planned design sketch library version 2, which ensured design consistency and improved team efficiency by 30%.
- Assisted in validating concepts and suggestions for company roadmap.
- Hands on: Designed solutions which increased KYC conversion and retention of budgeting features.
- Re-architected Abstract process for file storage and designer source of truth collaboration.

## Design Director, Chipshop

Aug 2012 – Present

- Started as a freelance studio in 2012.
- Design agency providing applications and websites to startups and small businesses.
- Provided design work for 40+ startups & companies.
- Designed complex user flows, conducted concept testing, usability testing.
- Frequently run user research interviews, and ethnography to define personas.
- Notable clients – Coconut, H’lala, Gymshark, Ksubaka, Missguided.
- Through Chipshop, I serve as Head of product for Kwiktrust, Wannabetonit, XSealed.

## Head of Design, Loot Financial Services

Sep 2015 – Jun 2019

- Founding team member of LOOT.
- Assisted in raising £8.2m in funding from VC’s. (SpeedInvest, GFC, GoBeyond, Portag3)
- Setup all product design processes & function from scratch.
- Implemented successful hiring process for product & marketing designers, inclusive of interviews, take home challenge, whiteboard challenge and job descriptions.
- Assisted in growing the user base from 0 – 250,000 users.
- Grew the team from 5 – 80 employees across three offices in Europe.
- Supported design single handedly for two years, providing marketing & brand material.
- Designed an Android, iOS, website, blog and webapp.
- Implemented design styleguide to ensure consistency across all LOOT platforms.
- Worked in a CFT to research, design & implement various features to increase PIRATE AAARR metrics, which increase company metrics.
- LOOT sold a 25% share of the company to RBS, and a number of the team were integrated to work on their Bó product.

## VP of Innovation and Designer, Maybe\*

Aug 2015 – Aug 2016

- Designed a social media shopping application for iOS, AND & Web.
- Tested wireframe & prototype concepts through interviews & unmoderated Quant surveys.
- Analysed feedback and iterated on designs then tested through usability testing, and preference testing.
- Worked directly with the founders to define the product strategy, and investor deck.
- Designed and worked alongside two developers to implement the Maybe\* website and blog.
- Developed online LIVE brand guidelines website.
- Designed various infographics, physical promo stands, and social media material.
- Assisted in increasing user growth by 130% in one year.
- Iterated on marketing material to deliver a ~£5.00 CPA.

## Lead Web Designer, Studio 44

Mar 2015 – Sep 2015

- Creative web designer for a responsive web agency.
- Created information architecture, complex user flows & wireframes.
- Interviewed business owners and users to define website requirements.
- Designed over 60+ websites inclusive of booking system webapps to restaurant websites.
- Worked closely with an SEO contractor to improve Meta Descriptions & keywords, alongside UX copywriting.
- Expanded Studio44 services by offering branding and marketing services for small businesses.

## Various Junior – Mid Designer Roles

Jun 2013– 2015

### Designer, The Growth Hub

- Sole designer for a Cotswold restaurant chain rebrand, Bon Appetit.
  - Rolled out a rebrand to 5 stores increasing revenue by 30%.
- Design work included branding, marketing and in-store material, brand guideline, website design, app design, menu design.

### Junior Designer, Round Circle Design

- Designed websites, infographics, newsletters and branding.

### Junior Designer, Crane Creative

- Designed three websites. Inclusive of a construction site and a watersports booking site.

## Mentoring

### UX Design Mentor, Designlab

Jan 2016 – Present

- Mentor students in UX design, and user research.
- Teach the DesignLab curriculum, and oversee individual course progress.
- Previous students who have gone on to work at IBM, GiffGaff & Ocado.

### Design Mentor, Interaction Design Bootcamp

Jan 2020 – Present

Mentoring 2 students once a year in product design, psychology and product strategy.

### Visiting Pannelist & Course Moderator, General Assembly

Apr 2020 – Present

Moderator & Pannlist for online discussion ‘So you think you want a career in tech?’

### Course Curator, UX Academy

Apr 2020 – Present

Wrote the ‘Intro to Product Design’ course. First cohort due to run part time in July.

## Publications

Contributing writer,Medium, UX collective, UX planet

## SKILLS

Adobe Creative Suite, Sketch, Invision, Framer, Markdown, HTML, CSS, Javascript, Balsamiq, Atom, Zeplin, Principle, Google Ads, Lighthouse, Jira, Github, Gestalt UX Principles, Usability Testing, Nielson and Mollichs Principles, Public Speaking, Leadership, Branding, Marketing, Roadmap planning, Hiring, Prioritisation, User Research, Agile, Scrum, Ethical design, UX Copywriting, Information Architecture,Product Management

## Awards

Winner –airberg.com, Silver Kent Digital Award for Best Online Retailer Website  
Nominated – mcbridesllp.com, Kent Digital Award for Best B2B Website

## Education

Course – Intro to Swift, Udemy, \*In progress\*  
Course – User Experience & Product Management, General Assembly  
Diploma – Personal Training Fitness Instructor, One Education  
Diploma – Human Psychology, Consumer Behaviour, Alison.com  
Degree – Graphic Design & Design Thinking, University of Gloucestershire  
Diploma – Art and design, K College  
3 A levels, The Skinners’ School