

Mark Streatfield

London, E2 6QU · 07894 233341 · markdstreatfield@gmail.com

Portfolio: <https://mark-streatfield.com>

LinkedIn: <https://www.linkedin.com/in/mark-streatfield>

PERSONAL PROFILE

Experienced **Senior Product Designer** with nearly 30 years in **UX/UI** and **design systems**. I specialise in **Design System architecture** and **tokenisation**, recently leading scalable multi-brand system work at **John Lewis**. I combine strategic thinking with hands-on execution and thrive in collaborative environments where systems, creativity and usability meet.

CORE SKILLS

- **Design Systems · Tokenisation** · Multi-brand rollout · Component libraries
 - **UX & UI Design** · Accessibility · Responsive Design · DesignOps
 - Tools: **Figma, Sketch, Photoshop, HTML/CSS, JavaScript (basic), ChatGPT**
 - Attributes: Organised · Calm under pressure · Strong communicator · Detail-oriented
-

PROFESSIONAL EXPERIENCE

Supercom Agency (Part-Time) — *Creative Director Consultant*

Apr 2024 – Present

- Leading visual and UX direction for a Geneva-based agency
- Oversaw **LTA website redesign**, delivering a modernised identity and engagement framework
- Built scalable **design and marketing systems** for future client campaigns

John Lewis (Contract) — UX & UI Designer, Design System Team

Apr 2022 – Mar 2024

- Key contributor to the **Design System** across **web and mobile**
- Led **tokenisation**, enabling multi-brand design (Waitrose, JL Finance)
- Designed for **dark mode** in a broader **accessibility** initiative
- Delivered key updates during the **brand refresh**, aligning system assets with new visual language

Ground Control (Contract) — UX & UI Designer

Jul 2021 – Dec 2021

- Developed a platform-agnostic **design system** for internal and external tools
- Conducted **user research** and interviews to inform system development
- Established a consistent and scalable design foundation

Lymited (Contract) — UX & UI Designer

Oct 2019 – Jun 2021

- Designed **checkout flows**, **account dashboards**, and a **token trading platform**
- Built seamless UIs for complex financial interactions within a **blockchain-enabled marketplace**

Thalent (Contract) — UX & UI Designer

Nov 2020 – Jun 2021

- Led a full platform redesign with new **brand**, **UX strategy**, and **social promotion components**

Freelance (Freelance) — Designer & Developer

May 2018 – Oct 2019

- Delivered bespoke **web, UX, and visual design** solutions across industries
- Supported creatives and music labels with **responsive design** and **print collateral**

Verisure Smart Alarm Systems (Full-Time) — *Web Designer & Developer*

Nov 2016 – Apr 2018

- Designed and built **landing pages, campaign content, and interactive elements**
 - Focused on high-conversion flows and user-focused interactivity
-

ADDITIONAL EXPERIENCE (Condensed)

Various Freelance Projects (Freelance)

2013 – 2016

Clients included **Net-A-Porter, Harrods, Banana Split, and Judo Pay**

- Designed and developed **responsive websites, HTML5/JS banners, and WordPress components**

BSkyB (Full-Time) — *Front-End Developer*

2012 – 2013

- Created **responsive UI prototypes** and **set-top box mock-ups** for sky.com
- Supported **interactive tutorials** and high-traffic help tools in **Agile sprints**

XLN Telecom (Full-Time) — *Web Designer*

2011 – 2012

- Delivered ongoing **UX/UI updates** and **SEO-driven design** based on analytics

Press Association (Full-Time) — *Web & Multimedia Designer*

2006 – 2010

- Built election-night **data visualisations** and interactive content for clients like **MSN**, **Yahoo**, and **The Sun**

Earlier Career Highlights **JWT/Shell (Contract)** – Accessible CMS-based builds for Shell.com

- **BUPA (Full-Time)** – Senior designer on **database-driven microsites**
 - **Kode Digital (Full-Time)** – Founded a **BAFTA-winning multimedia studio**
 - **Lecturer** – West Kent College, Interactive Media & Imaging
-

EDUCATION

BA (Hons) Interactive Arts – 2:1

University of Wales College, Newport – 1995

Foundation in Art & Design

Milton Keynes College – 1992

INTERESTS

I run a **long-standing electronic music label**, handling all **visual, sonic, and promotional output**. Releases span CD, vinyl, and digital, and my work engages with underground and experimental sound cultures globally.

REFERENCES

Available upon request