

Joe McGowan

PRODUCT DESIGNER

CONTACT INFORMATION

www.joe-mcgowan.com

jmcgowan10@btinternet.com

linkedin.com/in/joe-mcgowan22

PROFESSIONAL SUMMARY

Product-focused UX designer with experience delivering intuitive digital products across public and private sectors.

WORK EXPERIENCE

UX Designer

February 2023 – June 2024

JBi Digital (James Blake Solutions LTD)

London, UK

Digital agency with long-term clients such as Hitachi, The British Council, government agencies and local authorities

- Audited user journeys, redesigned key booking flows and aligned stakeholders on improvements which increased IELTS site conversions to generate an **additional £1.2m+ p/a**
- Consolidated 60+ websites into a unified global platform, reducing fragmentation and improving engagement which **led to reduced bounce rates** in key areas
- Conducted accessibility testing & user interviews using JAWS and WAVE contrast checkers to successfully launch a local authority skills site in line with **WCAG 2.2 AA & GDS** standards

Freelance Web Designer

June 2024 – Present

Remote

London, UK

- Delivered end-to-end website and UX projects for small businesses, focusing on conversion strategy, branding, and customer journeys whilst working towards **IAAP CPACC** certification
- Founded Starbolt Energy, developing a solar and home energy concept focused on UK financing models, customer adoption, and wider renewable energy accessibility
- Volunteered with a sustainability charity supporting home energy advice programmes whilst working towards the NEA Energy Awareness Level 3 qualification

UX / UI Designer

March 2021 – February 2023

Exam Happy Ltd.

London, UK

EdTech startup providing an app-based platform for 11+ tuition and exam preparation

- Redesigned onboarding & monetisation flows within the Exam Happy app (prototyping with Figma and launching with React) driving **80%+ YoY revenue** growth
- Launched premium upgrade/shop journeys informed by parent interviews which reduced friction points and **boosted subscription uptake by 26%**
- Implemented GA4 tracking to analyse conversion, bounce and drop-off rates, informing iterative UX improvements

EDUCATION

BA Architecture

September 2016 – July 2019

Northumbria University

Newcastle, UK

SKILLS

Product & UX: User journeys, wireframing, prototyping, conversion optimisation, product strategy

Research: User interviews, usability testing, accessibility audits, WCAG 2.2 AA, GDS standards

Tools: Figma, Wordpress, Adobe CC, LucidChart, JAWS, WAVE