



Fraser Louden

Senior Product Designer, Barcelona

Currently, lead mobile designer at **Perk** (\$2.4bn valuation), **160k+** MAU, **4.7** App Store rating. Previously, the founding designer at two acquired startups. 9+ years experience across every stage of growth from seed startups to multinational business. I care about deeply about craft as much as strategy. I've shipped complex features, built design systems, and mentored designers.

Education.

Industrial Design (B.Arts)

Northumbria University
SEP 2010 - MAY 2014

Skills.

TOOLS

Figma, Claude, After
Effects, Illustrator,
Principle

RESEARCH

Conducting user
testing, usability
reviews, competitor
analysis, affinity
mapping, user
interviews, A/B Testing

DEVELOPMENT

React, React Native,
Node.js, Cursor

Experience.

Senior Product Designer at Perk

AUG 2021 - Current, BARCELONA

- Led the Expense product launch on mobile: full IA redesign, extensive user research, and cross-functional delivery.
- Shipped In App Approvals feature, cutting manager approval time from hours to minutes.
- Helped build the mobile design system from its foundations.
- Mentored junior designers across craft, platform knowledge, and mobile best practices.

Product Designer at BT

FEB 2019 - AUG 2021, LONDON

- Led design in a cross-functional squad delivering the EE & BT Coverage Checker, from concept through to launch.
- Drove end-to-end design and launch of the “My Places” feature and BT’s in-store sales platform.

UI/UX Designer at Wild AI (acquired by Zepp Health)

OCT 2018 - FEB 2019, LONDON

- Founding designer. Defined the product direction and brand identity for a women-focused fitness training app at early-stage.
- Partnered with developers and early adopters to ensure designs were grounded in real user needs and implemented effectively.

UI/UX Designer at Brolly (acquired by Direct Line)

JAN 2018 - SEP 2018, LONDON

- Founding designer. Owned end-to-end design of the Brolly iOS app, including motor insurance features.
- Established the design system to drive consistency, ran regular user testing, and used data insights to refine funnels and improve conversion.

Prior experience // UI Designer at REO (Jan 2017 - Feb 2018) · Technical Designer at Wren (Feb 2016 - Dec 2016)