

# Sofie Evans

Senior Product Designer

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## Profile

Senior Product Designer with eight years in financial services, working across product contexts that rarely sit within a single career: HNW private banking products at Coutts, mass-market consumer journeys used by millions at NatWest, and the complex internal platforms that make both possible. I specialise in interaction design across multi-actor systems: role-based access, approvals, compliance workflows, and integrations across multi-entity environments that balance usability, security, and long-term scalability.

I work end to end, from discovery and wireframing through to prototyping and high-fidelity delivery, partnering closely with product and engineering to shape product strategy and ensure what we build stands up as it grows. I care about craft: building products that feel genuinely simple and delightful to use, even when the systems behind them are anything but.

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## Core Capabilities

**Complex Platform Design.** Designing multi-user systems with layered permissions, approvals and integrations, particularly in regulated environments.

**Strategic Collaboration.** Working closely with product, engineering and risk to shape product strategy, resolve trade-offs and deliver scalable solutions.

**End-to-End Ownership.** Leading work from early research and interaction design through to high-fidelity delivery.

**Clear Communication.** Building strong narratives around design decisions and bringing stakeholders along through ambiguity.

**AI-Augmented Practice.** Actively integrating AI tools including Claude and Figma Make into design and project management workflows, using them to accelerate delivery and raise the quality of execution.

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## Experience

### Senior Product Designer

Coutts Digital Experience, NatWest Group | July 2023 to present

Senior Product Designer leading on key strategic projects across private and commercial banking, owning end-to-end UX from discovery through to high-fidelity delivery.

- Driving the design of a new commercial banking platform, defining how clients integrate services into their wider finance processes and third-party systems.
- Designing complex role-based access and approval models across client and internal colleague platforms, including confidential account visibility, delegated permissions and multi-level transaction approvals.
- Redesigned a 6-step admin provisioning journey into a streamlined single flow; colleague testing estimated setup time dropping from roughly an hour to under five minutes, with handovers across separate systems eliminated.
- Introduced permission cloning functionality, enabling colleagues to replicate complex access setups across multiple users, reducing repetitive configuration and lowering risk of error.
- Led design of the Private Notice Account digital journey for high net worth clients; +64% balance growth in 12 months post-launch, a 4x acceleration vs pre-digital, digital contributing up to 30% of total balance growth.
- Identified cross-product inconsistency across four savings journeys built by separate teams; proposed and led a cross-team workshop that produced a prioritised backlog, giving the savings team a structured basis for roadmap planning.

- Facilitated design workshops with colleague users throughout discovery and iteration, addressing long-standing pain points and receiving strong qualitative feedback during pilot use.
- Led component design with the design systems team, ensuring full keyboard and screen reader accessibility and producing design documentation for handover.

## UX Designer

Talent Attraction Digital, NatWest Group | December 2020 to July 2023

Sole designer across NatWest's Talent Attraction digital estate, covering an external careers platform, internal colleague tools, and a national recruitment site, with no dedicated researcher or content designer.

- Led design across three distinct products: CareerSense (external career platform for 13-18 year olds), Mobility Hub (internal support for at-risk colleagues), and location-specific national recruitment pages.
- Commissioned and ran user research on CareerSense with an external agency; 31 interviews drove a full IA restructure from a single homepage into audience-specific age hubs.
- Redesigned platform navigation and established responsive UI patterns across a national-scale product.

## UX Designer (Graduate)

Online Account Opening, Digital Banking and Transformation | September 2019 to December 2020

Designed and improved digital account opening journeys across current accounts, loans and savings within a highly regulated environment.

- Simplified complex application flows using research and behavioural insight to improve clarity, confidence and completion.
- Led the design of a fully digital joint loan application, the first at a UK bank, supporting multi-device usage and varying levels of technical confidence.
- Collaborated closely with product, engineering, legal and compliance teams to navigate regulatory constraints while maintaining usability and delivery pace.

## Technology and Innovation Graduate Programme

NatWest Group | September 2018 to September 2019

Completed rotations across technology and digital teams before specialising in UX design within Digital Banking.

## Additional Contributions

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- Mentored interns, graduates and junior designers across multiple teams, providing design critique, project guidance and career support.
- Recognised as Outstanding Achiever in the Gender Network Development Programme for leading a 12-week initiative supporting women in technology.
- Volunteer maths tutor with Action Tutoring, supporting young people from disadvantaged backgrounds at critical points in their education.

## Education and Training

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BSc Mathematics and Statistics, University of Sheffield (2015 to 2018)

Foundation in User Experience, BCS

Visual Design Diploma, UX Design Institute

Advanced Figma Training, Maven

UX Leader: Essential Skills, Nielsen Norman Group