VISHAL MAYO

SENIOR UI/UX DESIGNER

CONTACT

+44 7468 414 285
v_mayo@hotmail.co.uk
vishalmayo.com

PRODUCT & UX

- Product discovery & user research
- User experience (UX) design
- Problem definition & requirements gathering
- Customer journey mapping
- Information architecture
- Wireframing & prototyping
- Usability testing & validation
- Accessibility & inclusive design
- Stakeholder collaboration & design facilitation

UI & DESIGN SYSTEMS

- User interface (UI) design
- Interaction design
- Responsive & mobile-first design
- Design systems & component libraries
- Visual design & layout
- Brand application across digital products
- High-fidelity prototyping

TOOLS

- Design & Collaboration: Figma (advanced), FigJam, Miro, Balsamiq
- Design Software: Adobe Creative Suite, Sketch, Adobe XD, InVision
- Product & Delivery: Jira, Monday.com, Microsoft DevOps
- Research & Analytics: Hotjar
- Development & Platforms: HTML, CSS, JavaScript, WordPress, Webflow

ABOUT ME

Senior UI/UX and Product Designer with over 5 years' experience designing and improving digital products across education, SaaS-style platforms, and commercial websites. Currently leading UX strategy at Hachette Learning, supporting the organisation's transition from print-led to digital-first products used by teachers and students in both classroom and home environments. Experienced in owning the full design lifecycle from discovery and research through to delivery, usability testing, and iteration, while embedding user-centred design practices across cross-functional teams.

EXPERIENCE

Hachette Learning (Formerly Hodder Education)

Senior Lead UI/UX Designer — Jan 2022 - Present

- Lead end-to-end UX, UI, across a range of platforms to transition the company from a print publisher to an ed-tech provider.
- Research user needs and business goals to design clear, usable, and visually consistent digital experiences.
- Deliver responsive platforms and digital products that improve usability, brand clarity, and customer engagement while working within defined budgets and timelines.
- Manage projects from initial requirements through discovery, design, development, launch, and post-launch enhancements.
- Communicate design decisions clearly to product managers, ensuring alignment and transparency throughout the project lifecycle.
- Explored and prototyped AI-assisted features within digital learning platforms, using user research and testing to validate value, trust, and usability.
- Contributed to early-stage conversations around ethical and responsible use of AI in educational products, shaping design principles and UX guidance.

Vishal Mayo Designs

Freelance UI/UX Designer & Web Developer — Apr 2019 - Present

- Lead on re-branding and designing/building websites and an overall brand for multiple companies both starting up and existing businesses that needed a brand refresh.
- Research and identify key values that customers required and provided solutions to achieve desired outcomes, working within budgets to ensure the clients are happy with the costs and customer experience is not compromised.
- Communicating with clients throughout the projects, from initial enquiry through to product launch and follow up support/enhancements.

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The Bar People

Events Manager — Sep 2018 - Dec 2021

- Planned and coordinated event operations, managing staff and logistics to ensure successful delivery.
- Acted as primary point of contact for clients before and during events, resolving issues and ensuring expectations were met or exceeded.
- Developed strong organisational, communication, and leadership skills transferable to cross-functional product teams.

EDUCATION

University of the Arts London

Ba Hons Information & Interface Design (UI/UX Design)
2017 - 2020

Davenant Foundation School

Ba Hons Information & Interface Design (UI/UX Design)
3 A-levels
2015 - 2017

Forest School

10 GCSE's
2015 -2015