

## In 2023 I walked 645 miles from Lowestoft to Land's End in a record 36 days.

I also saved Barclaycard £150m; helped design what became Britbox, won Switzerland's national web award and . I mention the walk first because it tells you more about how I work...

# Ed Birchmore

Problem Solver · Senior UX Consultant · Information Architecture · Digital Strategy  
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30 years · HSBC · Barclays · Aviva · ITV · Pearson Education · Mercedes-Benz · SRF · St George Bank

## WHAT I DO

I design and simplify complex digital systems, turning intricate workflows, data, and regulatory constraints into intuitive, scalable user experiences. With a background spanning UX, information architecture, and product design, I've built a career on making difficult things usable — aligning business goals, technical realities, and human needs to deliver systems that actually work.

As AI reshapes how products are designed and experienced, I focus on where human-centred design still matters most. I use AI to accelerate thinking, challenge assumptions, and enhance decision-making — but not to replace the fundamentals of clarity, structure, and usability. My focus is on designing systems where humans and AI work together effectively, ensuring that increasing intelligence doesn't come at the cost of understanding, control, or trust.

*UX & Product Design | Information Architecture | Complex Systems & Workflow Design | Digital Strategy | Design Systems (Figma) | User Research & Testing | Agile/Lean UX | Prototyping | Accessibility (WCAG) | Stakeholder Management | AI-enhanced UX*

## EXPERIENCE

### Global UX Manager — Corporate Payments · HSBC

Jan 2017 – Nov 2019

Led UX across HSBC's global corporate payments transformation. Multiple markets, complex regulatory requirements, legacy migration to React.

- Ensured the best User Experience for all HSBC's Global Corporate customers while transitioning from legacy to new payment systems
- Aligned the complex and diverse international regulations were adhered to during the entire process.
- Managed internal, third party and international teams ensuring a consistent and robust experience.
- Managed UX team relationships with cross functional teams in CX, Development and Compliance
- Integrated fail over and redundancy of current platforms whilst migrating legacy corporate banking systems on to new React platform
- Worked with C-suite and senior stakeholders on a strategic planning vision

### Senior UX Strategic Consultant · Barclays & Barclaycard

Oct 2014 – Dec 2015

Established group-wide Agile and Lean design processes for Barclays, then seconded to Barclaycard to evaluate a proposed £150m fraud-reduction physical product.

- Created and owned a global standard process for Agile and Lean methodologies across the Barclays design function — rolled out bank-wide.
- Research and testing identified that the proposed physical ID&V card would not solve the fraud problem. Redirected the programme to an enhanced digital App solution.
- **Outcome: £150m saved. Barclaycard avoided launching a product that wouldn't work.**

### UX Consultant · La Casa Shambala

Oct 2024 – Feb 2025

Full UX audit and redesign for a leisure and travel company, from discovery through to developer handover.

- Conducted IA, UX and analytics audit identifying structural and conversion issues across the booking process.

- Redesigned site structure and produced Figma wireframes and working prototype. Led live user testing sessions via Fireflies.ai.
- Delivered insight to the global sales team that improved conversions, productivity and client engagement.

### **Product Design and Strategy Lead** · Jewzy TV and Cinema

Jun 2020 – Nov 2022 (P/T)

- Led UX and product strategy for a Vimeo-based streaming platform, aligning user experience with business goals as part of the senior management team
- Defined and delivered end-to-end user journeys, platform customisation, and operational processes to support content delivery and day-to-day platform performance
- Designed and launched the first US-based online film festival and awards platform, creating all user-facing assets and supporting go-to-market delivery

### **Senior UX Strategic Consultant** · Aviva

Apr 2016 – Oct 2016

- As a member of the Strategic Partnership team, we were tasked with advising Aviva's Partners such as HSBC, TSB, Barclays and Tesco on how best to improve their online and offline strategies to promote the partner products.
- Delivered seamless integrated solutions to the Partner Account Teams

### **Senior UX Consultant** · Mercedes-Benz

Oct 2016 – Dec 2016

- Presented a concise roadmap showing the process necessary to enhance User Experience for Mercedes prospective and existing owners
- As part of UCD, created personas, scenarios and User Journeys that represented the research of users
- Designed six typical customer journeys for previously identified user and delivered a supporting report to the Strategy teams.

## **EARLIER CAREER (2000 - 2016)**

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Two decades of agency and client-side UX and IA work, including:

- Moving Brands / SRF — Led full UCD lifecycle redesigning Switzerland's national broadcaster online presence. Won Switzerland's Best Web 2013 award.
- Heath Wallace / Nationwide — IA redesign of Nationwide Building Society's online presence. HSBC mobile banking prototypes.
- ITV.com — Senior BA and Information Architect on ITV.com redesign and an early VOD project that became ITV Player (which, combined with a variety of British Archived TV, became BritBox).
- Pearson Education (UK and Italy) — Lead UX on eCommerce and SSO initiative. In-person user testing in Milan.
- Ogilvy One — UX and IA for British Airways Executive Club, BUPA, and internal Ogilvy marketing tools.
- IOKO/Piksel — UX for IPTV and VOD platforms across UK, Spain and Malaysia, including SeeSaw – now, BBC iPlayer.
- Four Square Media Agency – UX and IA for multiple clients incl. RSA, Lloyds Bank, Harper Collins, Sky and Adecco
- DNA agency (Now Razorfish) - Quality Assurance, Usability and Testing Manager – Oxfam, WorldPay
- Cable & Wireless – Global QA and Testing Manager responsible for QA for 18 websites in 10 languages.

## **THE WALK**

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Between 2022 and 2023, I mapped, planned and completed the L2L — Lowestoft to Land's End — a new UK hiking trail that didn't previously exist. I designed the route, handled the logistics, walked 645 miles solo, off-grid and unassisted, raised money for the British Skin Foundation and generated national media coverage along the way.

I mention it here because it is not unrelated to my work. It required sustained independent project management, clear public communication, and the ability to keep going when things didn't go to plan. *Which, if you've worked at any level of UX or digital project, probably sounds familiar.*

Full story at [ramblingtales.com](https://ramblingtales.com).