

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

I have also helped save Barclaycard £150m, contributed to early VOD work that became ITV Player and BritBox. I led UX on Switzerland's award-winning national broadcaster redesign and helped design the precursor to Microsoft CMS. I mention the walk first because it says as much about how I work as any project on this CV

Ed Birchmore

Problem Solver · Senior UX Consultant · Information Architecture · Digital Strategy
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Please visit [My Personal AI Agent](#)

30 years · HSBC · Barclays · Aviva · ITV · Pearson Education · Mercedes-Benz · SRF · St George Bank

WHAT I DO

I design and simplify complex digital systems. My work turns intricate workflows, data, regulation and business constraints into intuitive, scalable user experiences. Across finance, government, media, automotive and enterprise environments, I align business goals, technical realities and human needs to make difficult things usable.

As AI reshapes digital products, I focus on where human-centred design matters most: clarity, structure, control, trust and usability. I use AI to accelerate thinking and challenge assumptions, while keeping people at the centre of decision-making.

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
- Ensured complex international regulatory requirements were reflected throughout the UX and delivery 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
- Accounted for failover, redundancy and operational continuity while legacy corporate banking systems migrated to a new React platform
- Worked with C-suite and senior stakeholders to define the strategic UX and payments 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 review 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 towards an enhanced digital app-based 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 representative customer journeys for identified user groups.

EARLIER CAREER (2000 – 2016)

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 — Led IA redesign of Nationwide Building Society's online presence.
- ITV.com — Senior BA and Information Architect on the ITV.com redesign and early VOD work that became ITV Player and later informed BritBox-related services.
- Pearson Education (UK and Italy) — Lead UX design and testing on eCommerce and SSO initiatives in UK and Italy.
- 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 and BBC iPlayer-related work.
- Four Square Media Agency – UX and IA lead for multiple clients incl. RSA, Lloyds Bank, Harper Collins, Sky and Adecco
- DNA agency (Now Razorfish) – Led Quality Assurance, Usability and Testing on multiple Client projects
- Cable & Wireless – Global QA and Testing Manager responsible for QA for 18 websites in 10 languages and helped designed the precursor to Microsoft CMS.

THE WALK

Between 2022 and 2023, I mapped, planned and completed the L2L — Lowestoft to Land's End — a new UK hiking trail that did not 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.

I include it because it is directly connected to how I work: sustained independent project management, clear communication, problem-solving under uncertainty and the ability to keep going when plans change.

.Full story at ramblingtales.com.