

Andy Cadney – Senior UX Designer

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Profile

Versatile and self-starting UX Designer with 15+ years of experience across start-ups, agencies, and enterprise organisations. I bring a unique blend of hands-on design, front-end development, and training experience. My strength lies in building collaborative, user-focused teams that create digital products grounded in real user needs. From enterprise SaaS to e-commerce and accessibility, I've helped organisations shift toward user-centred design practices while aligning with commercial and technical priorities.

Core Skills

- **UX Strategy & User Research**
 - **Design Leadership & Team Mentorship**
 - **Wireframing & Prototyping (Lo-Fi to Hi-Fi)**
 - **Design Systems & Accessibility (WCAG)**
 - **Agile Product Development**
 - **Stakeholder Collaboration**
 - **Data-Driven Design**
 - **Front-End Development (HTML/CSS/JS)**
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Selected projects

LettingAProperty.com: Product Manager – Enterprise SaaS

Key Achievement: I managed the product from conception in 2008, until handover to an advertising agency in 2013.

Project Timeline 2009 Operational, 2010 300 Landlords, 2011 750 landlords, 2012 1,300 landlords, Buy to let Magazine Award 'Best Website Award 2012', Substantial VC investment.

2013 **2,300 landlords**, Good Web Guide's 'Property Website of the Year Award', 2013, Telegraph feature as 'Up and Coming Online Letting Agent', **10,000 tenants**

2014 **23,000 tenants**

VisualFactory: UX/UI Designer – Enterprise SaaS

Key Achievement: I worked closely with the CEO & system architect to analyse UI performance & structure. I developed usability goals and working with the dev team leader designed a new UI & associated modular design system.

Sales staff report the application becomes **easier to sell** - Reported **50% reduction** in training time.

Dec 2014 - Dec 2016:

Unprecedented profit growth: 50% year-on-year.

Listers Group Ltd – UX Designer – UX Process

Key Achievement: I developed a comprehensive Lean UX process and introduced it into the workflow of the development team.

Project Outcome:

The New Media team had a comprehensive and flexible Lean UX iterative design process ready to use for the rapid development and introduction of an online sales process to match the changes in customer behaviour following the recent Covid-19 crisis.

Experience

Senior UX Designer - Northrop Grumman – Aerospace / Cybersecurity - November 2021 – Present

Core member of a cross-functional team (PO, UX, BAs, Architects, Developers) working on a multi-year enterprise SaaS platform.

Led UX research and testing activities, from stakeholder interviews to moderated usability studies.

Designed complex user flows and prototypes within strict security, legal, and accessibility frameworks.

Contributed to the evolution of a React-based design system supporting a large internal product ecosystem.

UX Consultant - Nano Electric Bikes – EV Industry (Freelance) - October 2020 – September 2021

Delivered UX audits and production consultancy to support usability improvements and digital growth.

UX Designer- Listers Group – Automotive Retail (£1.5bn turnover) - April 2018 – July 2020

Introduced and embedded a user-centred design culture across the digital team, working closely with developers, marketers, and senior leadership.

Defined and championed the UX vision for web platforms; led research initiatives including persona creation, journey mapping, and prototype testing.

Created a framework for continuous UX improvement that aligned business needs with customer experience goals.

Front-End Developer - Inspired Thinking Group – Marketing Agency (Contract) - January 2018

Designed and developed the website for Vitamin Marketing, contributing to both UX and front-end code.

UX Consultant - Dolphin – Accessibility Software Provider (Freelance) - July 2017 – September 2017

Conducted expert UX reviews of Dolphin's accessibility products, including screen readers and magnifiers.

Provided strategic recommendations to improve usability for users with visual impairments.

UX/UI Designer - VisualFactory – Manufacturing Execution Software - November 2014 – March 2017

UX lead on a complex, data-heavy application used across global manufacturing environments.

Developed a new user interface and scalable design system for roles ranging from floor operators to C-level stakeholders.

Product Manager & Front-End Developer (Freelance) - 2008 – 2014

Led digital product delivery, combining product strategy, UI design, coding, SEO, and usability consulting for multiple SME clients.

Director - Onlineworx – Digital Agency - 2005 – 2008

Built and led a cross-functional design and development team delivering projects for clients including RNIB, Moonpig, and Modec Electric Vehicles.

Established a collaborative team culture rooted in agile workflows and design thinking.

Oversaw end-to-end delivery from scoping to QA, mentoring junior designers and developers in UX best practices.

Design Trainer (Freelance) - 1997 – 2005

Delivered workshops and training to in-house design teams at brands such as **Helly Hansen, Arup, and Matalan**.

Mentored junior and mid-weight designers, helping them develop **foundational design, usability, and digital skills**. Focused on instilling user-centred design thinking and practical UX methods into varied design disciplines.

Tools & Technologies

Figma, Sketch, Adobe XD, Miro, Axure, Jira, Confluence, HTML, CSS, JavaScript, Git, Notion, React (working knowledge), WCAG guidelines