

# Findlay Cumming

Product Designer (Web & Mobile)

Fincumming.com

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London, UK

## Profile

Product designer with experience designing and delivering real digital products end to end. Background in product design and AR/VR, with strong UX, prototyping, and systems thinking skills. Comfortable working with engineers and using data and feedback to improve user journeys.

## Experience

### Product Designer (Contract)

Panmure Liberum — London

Feb 2025 – Present

- Leading the end-to-end redesign of a corporate website in collaboration with engineering and communications teams
- Defining structure, user journeys, and visual direction across the site
- Delivering wireframes, prototypes, and high-fidelity UI, while building the front-end using HTML, CSS, and JavaScript

### Freelance Motion Designer

Dec 2025 – Mar 2026

- Designed animated visual backdrops for a live classical music performance, collaborating with organisers and delivering to strong client feedback.

### Product Designer

DonkeyJobs — London

Sep 2020 – Sep 2024

- Designed and owned a customer-facing web product from concept to launch
- Led UX across acquisition and conversion, improving journeys through iteration and feedback
- Delivered wireframes, prototypes, and high-fidelity UI balancing user, business, and technical needs

### Freelance Designer

Twelve Studio — London

Sep 2022 – Aug 2023

- Contributed to high-profile international design projects, producing layouts and assets within established brand systems.

## Education

MA - VR and AR UX Design - **Distinction**

Goldsmiths

Sep 2024 – Sep 2025

BSc - Product Design - **2:1 (honours)**

University of Brighton

Sep 2017 – Sep 2020

## Awards

Best Narrative Award Nanjing Digital Heritage - 2025

Best AR Project Award Goldsmiths University - 2024

Fred Maillardet Product Design Breakthrough Award - 2019

## Skills

UX & interaction design · User journeys · Wireframing & prototyping · UI design · Analytics-informed design · React / Next.js · HTML · CSS