



Nichola Hudson

Senior Product Designer

www.nicholahudson.co.uk

Senior Product Designer with 10 years of experience, designing user-centric websites from concept through to launch. Experienced in UX, UI, responsive design, and design systems, while collaborating closely with developers and key stakeholders. Passionate about creating intuitive digital experiences that balance user needs with business goals. Proficient in Figma and experienced using AI-assisted design workflows to improve efficiency and creativity.

SKILLS

DESIGN

- UX/UI design
- Design Systems
- Wireframing
- Prototyping
- Accessibility

DEVELOPMENT

- HTML, CSS, JavaScript
- Responsive Design

SOFTWARE

- Figma
- Photoshop
- LLMs (Claude, ChatGPT)
- Miro

EXPERIENCE

September 2021 - September 2026

SENIOR PRODUCT DESIGNER - DISTINCTION, NOTTINGHAM

ACHIEVEMENTS

- Selected by C-suite to autonomously design the new website for Distinction's US sister company, RISE.
- Implemented company-wide design systems and processes that were used across the entire client roster.

RESPONSIBILITIES

- Served as a key member of the senior leadership team, actively contributing to company-wide goals and strategic planning.
- Led the design department, overseeing the successful delivery of digital projects from discovery through to launch.
- Established a company-wide design system, creating greater consistency, scalability and efficiency across all client projects.
- Developed and embedded a scalable design process that improved collaboration, quality and project delivery across the design team.
- Facilitated workshops, user testing and UX reviews to shape user-centred solutions.
- Created responsive interfaces, prototypes and design systems in Figma.
- Collaborated closely with developers to ensure high-quality implementation.
- Designed websites to meet WCAG 2.1 AA and AAA accessibility standards.

LinkedIn: [nicholahudson](#)

Location: Nottingham, UK

July 2018 - September 2021

PRODUCT DESIGNER - DISTINCTION, NOTTINGHAM

ACHIEVEMENTS

- Contributed to winning 2x Kentico Site of the Year Awards for my design and development work on SoCR ([see case study](#))
- Contributed to winning 4x industry awards (incl. Kentico's best healthcare site of the year) for my development work on Bluebird Care ([see case study](#))

RESPONSIBILITIES

- Specialised in front-end development, building responsive websites using HTML, CSS, and JavaScript to create seamless user experiences
- Designed and developed websites end-to-end, from initial concept through final implementation, aligning with brand guidelines and user needs
- Produced detailed wireframes to establish site structure, layout, and functionality, ensuring a user-centered approach

September 2016 - July 2018

WEB DESIGNER - SANDICLIFFE, NOTTINGHAM

ACHIEVEMENTS

- Notable contributions include playing a pivotal role in defining the design, development, and UX for Sandiccliffe's e-commerce store and their upcoming site launch.

RESPONSIBILITIES

- Collaborated within Sandiccliffe's web development team, leading multiple web projects with a strong focus on front-end development and design expertise.
- Worked closely with the marketing team to design event landing pages and deliver key visual assets for various marketing campaigns.
- Served as a brand ambassador for Sandiccliffe's key brands, overseeing web design and development for content areas dedicated to Kia, Mazda, and Skoda.

EDUCATION

BA (Hons) Photography, 2:1 (2012 - 2015)

PLYMOUTH UNIVERSITY

BTEC National Diploma in Photography – DDM

SOUTH NOTTINGHAM COLLEGE

