



Art Gonzalez

Principal Product Designer and Digital Accessibility Specialist

📍 Ticehurst, East Sussex · Open to hybrid or fully remote (UK)

📞 +44 7367 767646

🔗 artsdirection.co

✉️ studio@artsdirection.co

🌐 [LinkedIn profile](#)

PROFILE

Twenty years across SaaS, fintech, supply chain and worktech, nine of them leading design teams while staying hands-on in Figma. Equally at home making the business case and building the thing it pays for.



Design craft

Print and advertising, then thirteen years in product. Eight of them building design systems that survive real front-end development.



AI fluency

AI as a systems-thinking partner, not prompts. Persistent context files, so it reasons and designs without being re-briefed.



Accessibility

WCAG 2.1/2.2 AA stretched across design, engineering and legal workflows. Certified, and an early thread rather than a late audit.

RELEVANT EXPERIENCE

Brambles Principal UX Designer & Digital Accessibility Specialist

AUG 2023 — SEP 2026

- ▶ Made the case to a senior steering committee to draft the accessibility policy in-house rather than outsource it, saving over £100,000 and widening the committee to Legal, D&I and Employee Experience.
- ▶ Started the company's first design system with one colleague, at the edges of a product design role. It now underpins several SaaS platforms and has a dedicated team, which I was part of and helped evolve.

Eptura Lead UX Designer

SEP 2022 — JUL 2023

- ▶ Led a cross-functional team of creatives on UX and design-thinking practice for Condeco, a worktech SaaS and native-app product, partnering directly with Microsoft on integrations.
- ▶ Delivered a working prototype for a major customer implementation at almost no notice, using existing engineering relationships to skip the usual back-and-forth.

Codec AI Head of Product Design

SEP 2019 — SEP 2020

- ▶ Reframed an AI audience-intelligence platform into a practical, sellable campaign-forecasting tool during a company-wide restructure, and built the prototype used to secure the acquisition.
- ▶ Led design for a data-science-heavy SaaS product, working directly alongside the data team to improve usability and reduce churn.

FURTHER CAREER

Wunderman Thompson — Creative Director (Assoc.) 2022

VAUBAN — Lead Product Designer, FinTech 2021–22

Art's Direction — Product Design Consultant 2020–21

Tarkett — Senior UX Designer 2018–19

Earlier: AWE SPORT, saved®, Time Out, Kitcatt Nohr Digitas, and large-format print in Barcelona and London.

TRAINING

Professional Certificate in Designing for Accessibility

UX DESIGN INSTITUTE · 2026

Design Systems

MEMORISELY · 2025

Software & Coding Fundamentals for UX

UX DESIGN INSTITUTE · 2025

MA Interaction Design Communication (UAL) · BA English Literature (Oxford). English, Spanish and Italian native, French professional.

SKILLS AND TOOLS

PRODUCT DESIGN

DESIGN SYSTEMS

SYSTEMS THINKING

DATA VISUALISATION

PRODUCT STRATEGY

TEAM LEADERSHIP

MENTORING

AGILE

WCAG 2.1/2.2 AA

AI-FIRST WORKFLOWS

FIGMA

STORYBOOK

ZEROHEIGHT

STARK

CLAUDE