

Tim Pennells

Senior Product Designer

tim@wearemogul.com
07794534337

Profile

I'm a senior product designer with 15 years of experience in agency and freelance digital design.

I work across product design, UX and UI, getting involved early in a problem and working it through with clients and developers, then staying close to the detail through prototyping, design systems and delivery.

Skills

Product Design
UX & UI Design
Design Systems
Interaction Design
Prototyping
Discovery & Workshops
User Journeys & Flows
Information Architecture
Stakeholder Collaboration
Developer Handoff & Design QA
Responsive Design
Analytics & A/B Testing
Figma
AI-assisted Prototyping

Education

De Montfort University

Photography & Video Production
2006 - 2010
2:1

Personal

Runner, youth football coach and occasional gardener. Interested in design, technology, sustainability and the outdoors.

Experience

Evensix - Senior Digital Designer

2022–2026 | Charlbury

Product, UX/UI and responsive design for clients in automotive, insurance, property, technology, food & drink and sport. I worked on discovery, prototyping, design systems, handoff and QA, and more recently started using AI for early concepts and rapid prototyping.

Ridgeway - Senior UX Designer

2019–2022 | Witney

UX and digital product work for brands including HMV, De Beers, YO! Sushi and Baking Mad. Projects ranged from discovery and IA to user journeys, wireframes and prototypes.

Zest Digital - Creative Designer

2017–2019 | Oxford

Designed and prototyped websites and digital products, with a mix of UX, visual design, stakeholder interviews and workshops.

Freelance Digital Designer

2015–2017 | Oxford

Freelance UX and digital design for clients including Nutmeg, NHS, Funeral Partners, Fresh Direct and Zonal.

Mogul Creative - Owner

2011–2015 | Manchester

Co-founded a small creative studio working across brand, digital and campaign projects.

Selected Projects

Goodwood

Worked on ticketing, event experiences and design system projects for several parts of Goodwood.

VoCoVo

Product and UX work for connected retail technology, including product flows, interface design and improvements to existing experiences.

YO! Sushi

UX work for YO! Sushi covering research, information architecture, user journeys, wireframes and prototypes.