

Bethan Dutton <https://bethan.space>

Experienced Digital Product Designer /**/ bethandutton@gmail.com <!--> +44 7516 293069 ("") Remote, Europe

[Leverage AI](#) / Founding Designer (no.5)

April 2024 – Current (Amsterdam / Remote)

Founding designer of an AI workflow automation platform, leading UX & UI, branding, marketing materials, social media posts, and client demos (Member #5). Enabling businesses to create AI features without coding. Also assisting with front-end development using HTML, CSS, React/Next.js, deploying with Git, and testing.

[Storyteq](#) / Senior → Lead Product Designer (Inspired Thinking Group)

July 2022 – April 2024 (Amsterdam / Remote)

Led the ground-up rebuild of a creative automation SaaS platform, unifying three applications into one cohesive experience post-merger. Focused on making tasks faster and easier for users through research-driven, streamlined design. Owned the design system, supported front-end and QA, drove AI integration projects, and managed two designers while mentoring five others.

[TeamITG](#) / Digital Designer → Midweight → Senior UX & UI Designer (Inspired Thinking Group)

October 2020 – April 2024 (Birmingham / London / Remote)

Designed mobile applications, configurators, websites and impressive digital experiences for multiple high profile clients, min 100,000 users weekly per project. The majority of my time was spent providing support for new business with UX audits, innovation ideas, simplification, UI refreshes, client user research and rapid prototypes.

[Accenture](#) / UI Designer

January 2020 – October 2020 (Birmingham / London)

Carried out UX accessibility audits, redesigned UI, and supported development to ensure Land Rover and Jaguar web components met A+ accessibility standards. Delivered enhancements to existing components to support new product launches and created an extensive component library still in use today.

[GBW](#) / Junior → Digital Designer

August 2019 – January 2020 (Bromsgrove, Worcestershire)

Majority of my time was spent designing for digital design, this included, animations, website material including static and digital banners and also wordpress websites. Alongside my digital responsibility I was designer for the agencies art director within pitches and also supported artworkers for print projects.

[Birmingham City University](#) / Student

September 2016 – June 2018 (Birmingham)

1st Class BA Honours Degree in Visual Communication (Graphics) – Major within interactive advertising

[South Staffordshire College](#) / Student

September 2014 – June 2016 (Stafford, Staffordshire)

1st Class Honours Diploma in Computer Science – Awards achieved for Game Dev, Web Design and Development