

Lloyd Turner

Senior Product Designer — Complex, Data-Dense Products

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Senior Product Designer working on data-dense products across fintech, crypto and B2B tooling. I own design end to end — research, interaction, shipped UI and the system underneath — and I build as well as design. I have been writing front-end since 2017, so prototypes go into code rather than stopping at a Figma file.

EXPERIENCE

MoonPay

Senior Product Designer

Oct 2024 — Present

Joined Helio; acquired by MoonPay, where it became MoonPay Commerce.

Merchant onboarding & KYB platform — design lead

- Replaced a manual compliance workflow — loose documents, forms and evidence in Drive folders — with an internal review platform.
- AI-assisted triage reads uploaded documents and surfaces hard fails on entry, so analysts spend their time on the applications that need judgement.
- Dense, information-first screens as opposed to breathable layouts, tuned to how the team scans through a case.
- Supporting Kanban and table screens for overall client management and managerial oversight.
- Cleared a standing backlog that was throttling merchant onboarding, and cut approval time from 30 days to 3.

Trading terminal

- Lead designer on a real-time trading platform processing \$100m+ in volume, optimised for execution speed, low-latency interaction and data density.

Design system

- Working with the design team on the internal design system, consolidating MoonPay's acquired products into one coherent experience for customers and merchants.

Partner console

- Rebrand and reconfiguration of the client-facing console — product access, API keys, account management.

Commerce widget

- Input-led deposit flow built around repeat transactions, with prefilled state for returning users.

Phuture Finance

Head of Design

Jul 2021 — Nov 2023

- Sole designer. Designed and launched the investment platform — research, wireframing, final UI — then scaled the design function as the team grew.
- Translated complex yield strategies and index mechanics into a retail-accessible interface.
- Led user testing; the findings reduced time-to-investment by 40% and improved retention.
- Built a design system from scratch, letting a lean engineering team ship without accumulating design debt.
- Led a team of freelance creatives across brand guide, website and marketing.

Freelance

Product & Visual Designer

Nov 2023 — Oct 2024

- **Beraborrow** High-fidelity prototypes and investment materials supporting a \$3.1m Series A raise.
- **Amazon** (agency contract) Two months on a shopfront web UI for small businesses selling on Amazon.

Google

UX / Visual Designer

Jul 2019 – Jun 2021

- Led a collaborative research project with Netflix, Samsung, Snapchat and YouTube, shaping guidance for large-screen design. The guidance was published in Material Design and shaped the experience across 200M+ devices.
- Authored annotated Figma guidelines for cross-platform consistency and scale.

Earlier

2018 – 2021

- **City Index** Visual Designer. Contributed to the largest rebrand in the company's 40-year history, from wireframing and module creation through to high-fidelity handover. Regulated trading environment.
- **Office Freedom** Sole designer at a global coworking broker with no existing brand. Built it 0→1, then redesigned core user journeys across London and New York.
- **Netrix** Campaigns across real estate, retail and pet care; discovery and wireframing through to web design and front-end build.

BUILT AND SHIPPED SOLO

Selected projects

Designed and built end to end

2025 – 2026

- **Phasmatic** (2026) Shader-grade atmosphere tool. Next, React, TypeScript, Three.js, GLSL.
- **Warble** (2025 – ongoing) Digital groovebox. Next, React, TypeScript, Web Audio.
- **Refiner** (2025) Local image and video conversion app. Python desktop app.

SKILLS

Product

Product design, UX and UI design, 0→1 product design, B2B SaaS, operator and internal tooling, data-dense interfaces, workflow design, real-time products, consumer apps, developer-facing consoles

Domains

Fintech, crypto, trading, payments, compliance and KYB, investment products, regulated environments

Systems

Design systems, design tokens, component architecture, theming, documentation, Figma-to-code parity, accessibility

Build

React, Next.js, TypeScript, Tailwind, Three.js/GLSL, HTML & CSS; Cursor, Claude Code, Codex

Research

User discovery, user testing, usability testing, usage data, operator observation

Tools

Figma, Adobe Creative Suite

EDUCATION

University of Southampton

BA (Hons) Graphic Arts, 2016

Tetuan Valley Startup School

Google Campus Madrid — Graduate & Alumni, 2017