

# Lloyd Turner

## Senior Product Designer | Fintech & Web3

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Senior Product Designer specialising in investor-grade products for Fintech and Web3. I help founders and product teams bridge the gap between messy MVPs and scalable, launch-ready interfaces. Expert in delivering high-velocity design systems that drive revenue, with a track record of platforms generating \$10m+ profit and supporting multiple Series A raises.

### Experience

#### **MoonPay | Senior Product Designer Oct 2024 – Present**

- **Moonit Trading Terminal:** Led product design for a high-velocity trading platform processing \$100m+ in volume to date. Delivered a terminal interface that directly contributed to \$10m+ in profit through optimised user flows and execution speed.
- **MoonPay Commerce:** Collaborating with cross-functional teams to overhaul the payment platform, systemising design components to reduce engineering overhead and ensure cross-platform scalability.
- **Brand Strategy:** Leading design strategy for social platforms to align visual identity with market positioning.

#### **Freelance | Product/Visual Designer Nov 2023 – Oct 2024**

- **Strategic Design Partner:** delivering end-to-end product design for startups and agencies, moving from concept to launch.
- **Beraborrow:** Designed high-fidelity prototypes and investment materials that assisted the client in securing \$3.1m Series A funding.
- **Amazon (Agency Contract):** Contributed to stealth UX projects for Amazon within an agile agency environment, focusing on rapid ideation and interface iteration.

**Phuture Finance | Head of Design** Jul 2021 – Nov 2023

- **Platform Launch:** Designed and launched a comprehensive Web3 index investment platform, managing the full lifecycle from user research to wireframing and final UI.
- **Growth Metrics:** Led user testing initiatives and leveraged insights to optimise features, improving user retention and reducing time-to-investment by 40%.
- **Design Systems:** Collaborated closely with engineering to implement scalable design systems, enhancing platform usability and ensuring technical feasibility.

**Google | UX / Visual Designer** Jul 2019 – Jun 2021

- **Global Impact:** Led UX research and design standards for Android, directly impacting the user experience across 200M+ devices globally.
- **Partnerships:** Partnered with engineering and product teams—including external stakeholders at Snapchat, Netflix, BBC and Samsung—to implement solutions aligned with strict brand and user goals.
- **Documentation:** Developed annotated design guidelines in Figma to ensure cross-platform consistency and scalability.

**City Index | Visual Designer** (2016–2019) Assisted with the largest rebrand in the company's 40-year history, aligning visual output with updated fintech market standards.

**Office Freedom | Lead Designer** Directed a comprehensive brand overhaul and redesigned core user journeys to optimize digital footprint and engagement.

**Netrix | Visual Designer** Spearheaded diverse campaigns across real estate and retail sectors, establishing distinct brand narratives.

**Education**

**University of Southampton** | BA (Hons)  
Graphic Arts (2016)

**Tetuan Valley Startup School** | Graduate &  
Alumni (2017)

**Skills**

**Core:** Product Design, UI/UX, Design  
Systems, Prototyping, Brand, Social Media.

**Tools:** Figma, Adobe Creative Suite, Gen AI.