

Jason Coe

Head of Product Design

Product design leader with over 20 years of experience building and scaling SaaS products. Currently leading product design for a SaaS platform, reporting to the CPO as the most senior design practitioner in the organisation.

Experienced founding designer with a strong background in startups and scale ups. I have built design functions from first principles, hired and developed teams, and established design systems that support delivery at pace. My focus is on accessible, trustworthy products and on helping teams make confident decisions in complex and regulated environments.

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Core focus

- Product and design strategy
- Design leadership and team development
- Design systems and accessibility
- SaaS platforms and regulated domains
- AI assisted experiences
- Startup and scale up environments

Experience

Lead Product Designer

SureCloud Limited, London - Aug 2024 to Present

Lead product design across the SureCloud platform, owning design strategy and quality across multiple products and user types. Report directly to the CPO and operate as the most senior design practitioner in the business.

- Define and own the product design strategy for the platform
- Manage and mentor two product designers, supporting delivery and development
- Work closely with product and engineering leadership on strategy, discovery, and roadmap planning
- Own the design system and accessibility standards across the platform
- Embed user research into product workflows to support confident decision making
- Lead exploration of AI assisted product experiences with a focus on trust and transparency
- Represent design at product leadership level and contribute to wider product team management

Product Design Lead and Founding Designer

Novata Inc, New York - Sep 2021 to Jun 2024

Led product design for a complex SaaS platform and managed a team of five designers.

- Built and scaled the design function, including hiring, mentoring, and setting standards
- Led the move to a custom component library, improving accessibility and consistency
- Established clearer design processes across squads
- Integrated user research into ongoing product development
- Led early exploration of AI within the product, focusing on usability and confidence

Head of UX/UI (Contract)

Base Alpha Ltd, Dubai - Apr 2020 to Jul 2021

Led global UX and UI teams for a Middle Eastern technology startup.

- Worked directly with founders and senior stakeholders
- Designed a smart city SaaS platform and mobile app for waste logistics
- Delivered an environmental platform for carbon footprint management and offset trading
- Trained distributed teams in design systems and component-based workflows
- Led the transition to Figma to improve collaboration and consistency

Earlier career

Progressed from web designer and front-end developer into product design and leadership roles. Worked across digital agencies, startups, and client-side teams delivering commercial, user centred digital products for a range of organisations, including global brands.

Education

- BA (Hons) Media Studies with Photography (2:1)
- Additional qualifications in Media Studies, Photography, and Computer Studies