

Jason Coe

Product Design Leader

Product design leader working across product, design and engineering. I set direction, build teams and create the foundations to scale. I stay hands-on, using AI, Storybook and Git to take ideas into working code.

I build accessible, trustworthy products for regulated environments.

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CORE FOCUS

- Product and design strategy
- Design leadership and team building
- Design systems as product infrastructure
- AI-first product design and design engineering
- Designing for trust and accessibility

EXPERIENCE

Lead Product Designer

SureCloud Limited, London · Aug 2024 – Present

I lead product design across SureCloud, reporting to the CPO and shaping the foundations for an AI-first GRC platform.

- Shaped Gracie, SureCloud's AI, around completing GRC work rather than chat, with activity visible before, during and after. 21% of clients adopted it within three months of launch.
- Moved design closer to production with AI-assisted prototypes, Storybook and Git, helping shift releases from quarterly to fortnightly (6x more frequent).
- Set direction for Nimbus as a shared design and engineering system of 60+ production-ready components, and lead its move to WCAG 2.2 AA.
- Set direction across the platform, maintaining quality and coherence while developing a junior designer.

Lead Product Designer (Founding Designer)

Novata Inc, London & New York · Sep 2021 – Aug 2024

I joined Novata as its founding product designer, taking an early ESG product from private beta towards a broader sustainability platform. I built and led a five-person design team across the UK, Spain and New York.

- Designed for the platform rather than individual features, establishing shared workflows and reusable patterns across four new product areas.
- Set direction for Novakit as a shared design and engineering system, then led its move to WCAG 2.1 AA through a dedicated accessibility squad.
- Brought customer research closer to product decisions, including redesigning the assessment around data providers who had little incentive to complete it.
- Grew the design team from 1 to 5, creating clearer ownership through shared principles, critique and standards.
- The platform reached 250+ clients within 18 months of launch.

Head of UX/UI (Contract)

Base Alpha Ltd, Dubai · May 2020 – Jul 2021

Led design for a Middle Eastern technology startup, working directly with the founders and a fully remote team across six countries.

- Led design for a waste traceability platform reaching 20+ sites in year one.
- Delivered a carbon platform for footprint management and offset trading.
- Introduced design-system practices and led the move from Sketch to Figma.

EARLIER ROLES

Digital Director & SMT. Bmore Group Ltd · Jul 2015 – Feb 2020. Senior management team role leading digital. In 2019, I led a multidisciplinary team to create an interactive exhibition for GSK that made the progression of hATTR tangible, reaching 100+ healthcare professionals at its first event.

Director of Digital Experience. Surface Media Limited · Apr 2011 – Jul 2015.

Head of Digital. Cafecreate · Oct 2007 – Apr 2011.

EDUCATION

BA (Hons) Media Studies with Photography (2:1)