

Mark Foster

Product Designer ■

DONCASTER

01 / PROFILE

Product designer with more than fifteen years' experience designing and delivering digital products across SaaS, AI-enabled platforms, the public sector, charities and start-ups. For the last twelve years I have been one of two designers in a small software company, owning design end to end from discovery and problem framing through to dev-ready UI, delivery and iteration. My work covers research, prototyping, interaction design for complex workflows, and a design system built on tokens, multi-brand theming and WCAG 2.1 AA accessibility. Comfortable in the code as well as in Figma, which makes handover faster and keeps what ships true to the design.

02 / KEY ACHIEVEMENTS

- Designed the admin interface and design system for a multi-module SaaS platform, from first interactive prototype to platform-wide release; now used across 20+ client organisations, with over 100,000 admin screen views a week.
- Designed a single listing template to replace 320 individually built admin screens, and the templates that the modernisation of 500+ legacy screens depends on; the first production screen was built from my handover spec in two days.
- Unified eight separate AI features (chat, search, assistants and pop-ups) into one visual and interaction system, designed end to end so the AI feels like one product.
- Raised and drove more than 1,000 design and UX issues through to resolution with engineering (about 680 fixed), and run the design QA check that every release passes before it ships.
- Designed and built the redesign of three sites for a B2B news publisher, all live within about 15 weeks of design sign-off.

03 / EXPERIENCE

Lead Product Designer

AFFINO, LONDON / APRIL 2014 - PRESENT

SaaS unified business platform (CRM, marketing automation, publishing, commerce, events, membership and AI features) used by media, publishing, events and professional services organisations, with 25+ live client sites.

- Own product design end to end as one of two designers in a small software company, partnering with the founders, Product, Engineering and commercial teams.
- Lead discovery, research, personas and user journey mapping, and use qualitative research and usability testing to validate and refine designs.
- Produce user flows, wireframes, interactive prototypes and high-fidelity, dev-ready UI in Figma.
- Shape the UX and information architecture of complex, interconnected workflows across CRM, marketing automation, publishing and analytics, including a platform-wide redesign of the admin interface.
- Designed a consistent design language for the platform's AI features, covering how AI assistants present results, explain themselves and hand control back to the user.
- Built and maintain the design system in Figma: components and templates, design tokens synced from Figma to code, dark mode, multi-brand theming and WCAG 2.1 AA accessibility.
- Use AI agents in my own design and prototyping workflow, including an agent that generates screens from the design system's component library, structuring and describing components so the agent selects and combines them reliably.
- Contribute to front-end and back-end implementation (HTML, CSS, JavaScript, Alpine.js, Tailwind, HTMX, Python/Django) and partner with engineering through implementation, QA and release.
- Plan and deliver client onboarding, product adoption and training face-to-face and virtually through webinars, workshops, live demonstrations and one-to-one coaching, and produced an in-house video and written help guide series.

Higher Education Lecturer – Digital & Product Design

UNIVERSITY CENTRE DONCASTER (DONCASTER COLLEGE) / APRIL 2012 - 2014

BA [Hons] Design programme delivered within a further education college.

- Taught the UI/UX and digital product design modules, alongside digital technologies and applied computing concepts.
- Planned and delivered lectures, seminars, studio workshops and practical lab sessions for mixed-ability cohorts.
- Guided students through industry-standard design processes, tools and portfolio development.
- Contributed to curriculum development to keep the programme aligned with contemporary digital practice and employability.

Lead Designer & Front-End Developer

ASK MY COMMUNITY, ROTHERHAM / APRIL 2010 - 2012

Award-winning community platform built in partnership with Rotherham Council.

- Led identity, brand and UI/UX design as design lead on the platform.
- Delivered the front-end development and CMS implementation.
- Won the Digital Entrepreneur Awards, Digital Charity / Community Project category (2016).

04 / SKILLS

PRODUCT DESIGN

End-to-end ownership, discovery and problem framing, user research, personas, journey mapping, usability testing, wireframes, user flows, interactive prototyping, information architecture, interaction design for complex workflows, content design and UX writing, visual and UI design, responsive web design

AI

Designing AI-enabled product experiences, human-AI interaction patterns, AI-assisted design and prototyping workflows (Claude Code), agent-assisted design generation, designing component libraries for use by AI agents

WAYS OF WORKING

B2B/enterprise SaaS, systems thinking, agile delivery, prioritisation and roadmapping with product management, product analytics and data-informed design, experimentation and A/B testing, competitor and market analysis

DESIGN SYSTEMS AND ACCESSIBILITY

Components and patterns, design tokens and Figma variables [Figma to CSS], Code Connect, dark mode, multi-brand theming, documentation, WCAG 2.1 AA

TOOLS AND CODE

Figma, HTML, CSS, SASS, JavaScript, Tailwind, Bootstrap, Alpine.js, HTMX, Vue.js, React, Python, Django, developer handover and design QA

COLLABORATION AND FACILITATION

Stakeholder workshops and design sprints, client-facing training and onboarding, presenting to clients and leadership, explaining complex technical ideas to non-specialists, partnering with Product, Engineering and commercial teams

05 / EDUCATION

- PGCE – Teaching in the Lifelong Learning Sector (2014), University of Hull
- BA [Hons] Graphic Design (2012) – First Class Honours, University of Hull