



Luke Hart

UX & Strategy Lead

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🌐 lhart.design

Strategic Design Leader with 9 years of experience, who leads at the intersection of user needs, business goals, and what's technically possible. I combine rigorous research with creative problem-solving, translating user insight into measurable business impact.

I challenge and improve design culture as deliberately as I build products; mentoring designers, establishing standards, and influencing roadmap decisions at the highest level.

Core strengths

Vision & Strategy
Stakeholder Influence
Research Synthesis
Complex Problem Framing
Workshop Facilitation
Design Systems
Commercial Awareness

Software knowledge

Figma & Make (AI)

Claude code

Cursor

Miro

Adobe suite products

References

Available upon request

My approach

I describe my method as 'smashing it to pieces and rebuilding through a new lens' taking complex, convoluted products and reconstructing them with a clear narrative that keeps business and user needs intact whilst giving the product a 'why'. I thrive in ambiguity, using vision work to open conversations and explore opportunity spaces.

Experience

UX & Strategy Lead

December 2025 - Present



Leading strategic UX initiatives at a digital agency serving charities and ethical organisations. Focusing on operational efficiency and client engagement through structured discovery and design practice.

- Identified that projects were running 80% over quoted time through process analysis. Implemented and led workflow optimisations to address systematic inefficiencies.
- Designing and facilitating client workshops for discovery and strategic alignment
- Mentoring designers on best practice and design consistency
- Driving operational improvements through process analysis

Senior UX/UI designer

November 2021 - November 2025



Core designer on Access Evo; a flagship AI-powered SaaS platform serving 1 million+ users across all sectors, integrating with Access's entire product suite.

Self-initiated a strategic evaluation within 3 months of joining, after identifying fundamental product confusion. Through stakeholder interviews and user research, I produced a comprehensive vision that reframed the product's entire narrative. The CTO adopted this as the conceptual foundation of the live product today, redirecting the central team's roadmap.

- Presented vision work to board members, CPEO, and company-wide live streams
- Combined qualitative research with analytics to validate design decisions against ARR and engagement metrics
- Led component integration with design systems team, maintaining consistency at scale
- Mentored three designers on research methods and strategic thinking

UI/UX Designer

May 2017 - November 2021



Delivered end-to-end design for People First and iTrent HR platforms. Worked directly with CEO, Product Owners, and customers across the full product lifecycle.

- Conducted user research and synthesised findings into actionable design direction
- Established design process standards adopted across the product team
- Presented wireframes and prototypes to senior stakeholders