Phil Pountney

I design complex operational tools, automation, and AI-assisted workflows. End-to-end. Research through to shipped product.

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Tools

Figma · Miro · Confluence · Jira · Claude Code · Notion · Adobe

Education

Human-Centred Service Design
IDEO U · Dec 2024

Bsc Computing (with honours) 2:1
University of Worcester · 2008 – 2011

Experience

Senior Product Designer
Cera Care · Feb 2023 – Present

#1 Health-tech company in the UK.

Led 0-to-1 design and product strategy for an AI voice agent that automates carer coverage outreach. Built a working prototype independently (Figma + Bland.ai + Chrome extension) to validate the concept before engineering investment. Designed the end-to-end coordinator experience: coverage requests mapped to existing mental models, a 4-step request flow mirroring manual workflow, and full transcript visibility to build trust.

In 4 months: 2,000+ AI calls made, 700+ visits covered, 65+ hours of coordinator time saved, 183% week-on-week adoption growth across 9 branches.

Stepped into acting product lead post-MVP. Defined Q1 OKRs, structured the roadmap, and built an evidence loop using transcript analysis and behavioural data to drive prioritisation.

Also led design on a greenfield scheduling system for care delivery across all branches. Responsible for discovery, UX strategy, and delivery in a cross-functional team.

Senior Product Designer
383Project · Dec 2020 – Feb 2023

A digital product studio, creating industry-leading digital products.

Redesigned the Hilton EMEA hotel booking experience. Identified friction points through quantitative and qualitative research. The work led to 189% growth in guests entering the booking funnel, 66% increase in clicks-per-session, and 65% increase in time on site.

Led end-to-end design of an MVP vehicle maintenance management platform. Discovery, problem definition, prototyping, and delivery. The proof-of-concept secured an ongoing long-term contract.

Senior Product Designer
Vax Ltd · Sep 2018 – Nov 2020

A leading e-commerce brand in the floor care industry.

Led UX strategy for the online experience supporting a new flagship product range that expanded the brand into a new market segment. Designed e-commerce flows including product configuration, comparison tools, and purchase journeys.

Digital Team Leader
Native Web Ltd · April 2016 – May 2018

Led a small agency team delivering digital products across B2B and B2C clients.

Web Designer/Developer
Citizen Communication · Oct 2011 – April 2016

Design and front-end build for agency clients. Progressed from team member to sole digital lead.