Matthew Idris-Dawber

Product Design Leader

mail@matthewdawber.co.uk | matthewdawber.co.uk

Design leader with 15+ years' experience building UX functions, leading multidisciplinary teams and delivering products across enterprise SaaS, creator platforms and digital transformation programmes. Experienced in defining product strategy, influencing executive stakeholders and establishing design practices that improve customer outcomes and business performance. Proven track record of introducing AI-enabled workflows that accelerate research, design and delivery. Comfortable operating from board-level strategy through to hands-on discovery, research and product design.

Experience

Nasuni – Senior UX/UI Designer

May 2025 – Present | Remote

- Established the company's first UX practice, introducing research, design standards and cross-functional collaboration into an engineering-led organisation.
- Lead UX strategy across enterprise storage and collaboration products serving global customers.
- Partner with Product, Engineering and leadership to prioritise customer problems and shape product direction.
- Embedded user research and usability testing into product development, improving evidence-based decision making.
- Introduced AI-assisted design workflows that accelerated research, ideation, documentation and design exploration while maintaining high-quality design standards.
- Evaluated and introduced AI tooling that streamlined UX research, content creation and design documentation across the design team.
- Worked with engineering on major platform initiatives, including SSO implementation and React-based interface improvements.
- Established design documentation and reusable AI-assisted workflows that improved consistency, reduced manual effort and accelerated delivery across the UX team.

Kyra – Head of UX & Design

May 2022 – May 2025 | Remote

- Built and led the Design function, establishing team structure, delivery processes and research practices across five interconnected products.
- Managed design strategy while working closely with executive leadership to align product investment with commercial objectives.
- Increased product retention to 72% and delivered 6,000+ sign-ups during launch week through iterative product development.

Core Expertise

Leadership

UX Strategy | Product Strategy | AI Adoption & Enablement | Design Operations | Team Leadership & Mentoring | Executive Stakeholder Management | Digital Transformation | Organisational Design Maturity

Product & Research

AI-assisted Product Design | User Research | Product Discovery | Service Design | Information Architecture | Interaction Design | Design Systems | Workshop Facilitation | Accessibility

Delivery & Technology

Enterprise SaaS | AI-enabled Design Workflows | Workflow Optimisation | AI Integration | Rapid Prototyping | Agile Product Development | Cross-functional Leadership | Figma | FigJam | Jira | Confluence

Selected Achievements

- Secured £15M global partnership.
- Secured £7M enterprise contract.
- Increased retention to 72%.
- Delivered 6,000+ launch sign-ups.

- Helped secure a £15M global brand partnership through product vision, client engagement and user-centred design.
- Introduced continuous research and usability testing across the organisation, embedding evidence-led product decisions.
- Led the design and delivery of an AI-powered creator search platform that transformed content discovery for customers.
- Mentored designers while helping Product Managers and Engineers adopt stronger user-centred practices.

ORM Digital – Principal Experience Designer

Jan 2022 – May 2022 | Remote

- Led UX strategy across multiple client programmes spanning discovery through delivery.
- Facilitated executive workshops to align business goals, customer needs and product direction.
- Produced successful proposals, concepts and specifications that secured new client engagements.
- Worked with multidisciplinary delivery teams to transform complex business requirements into practical digital services.

Vidsy – Principal UX/UI Designer

Jan 2019 – Dec 2021 | London

- Led UX across three major product areas within a fast-growing creator platform.
- Reduced operational effort by 50% through workflow redesign and automation.
- Introduced research frameworks enabling Product Managers and cross-functional teams to independently validate customer problems.
- Contributed to product strategy, roadmap planning and design system development across the business.

Civica Digital (formerly IPL) – Senior Visual Designer

Mar 2014 – Jan 2019 | Bath

- Led experience design across enterprise and public sector programmes for organisations including Home Office, Shell, NCSC, Flybe, GWR and IATA.
- Produced concept work that helped secure a £7M contract with IATA.
- Facilitated stakeholder workshops, discovery activities and service design exercises.
- Mentored junior designers while helping establish consistent design standards across multiple delivery teams.
- Reduced operational effort by 50%.
- Built UX functions from the ground up.

Education

MA Product Design & Innovation – Swansea Metropolitan University

BA(Hons) Product Design & Marketing – Southampton Solent University

Professional Development

Nielsen Norman Group

- Persuasive Web Design
- Generating Big Ideas with Design Thinking
- Omni-channel Journeys and Customer Experience
- Writing Compelling Digital Copy

Interests

Dungeon Master & Worldbuilder | Craft Beer Brewer | Walking & Family Adventures