

JAKE TANSEL

SUMMARY

Hands-on Product Designer (UX/UI) with 6+ years of experience designing product-led web and mobile experiences. Early design hire at a sports media startup, leading design systems and high-engagement features across 50+ iOS and Android apps (~800k downloads) and supporting eCommerce initiatives generating £350k+. Portfolio: jaketansel.com

DETAILS

Portfolio: jaketansel.com
Email: jaketansel@yahoo.com
Location: Billericay, Essex
Phone: 075089 61123
LinkedIn: [jaketansel](https://www.linkedin.com/in/jaketansel)

EXPERIENCE

Product Designer (UX/UI) · Fanzine · May 2017 – Sep 2025

- Early design hire at a sports media startup, designing app and web products for unofficial football club platforms
- Led a scalable design system and theming framework enabling new club app launches in hours across 50+ apps (~800k downloads)
- Defined shared UX patterns and component standards to ensure consistent behaviour across all club apps
- Created reusable brand packs (logo, colour, typography) enabling engineers to ship rebrands without additional design support
- Owned the end-to-end design of the “Pick Your Team” lineup selector, the highest-engagement feature and a key product differentiator
- Designed and managed print-on-demand Shopify stores as part of product initiatives, generating £350k+ in revenue

Lead Product Designer (end-to-end) · SportSkins UK

freelance via Fanzine · Jan 2023 – Aug 2024

- Led the transformation of a 10k-player “Last Man Standing” spreadsheet game into a consumer mobile app
- Owned the product from discovery to release, covering IA, user flows, wireframes, and high-fidelity UI for iOS and Android
- Defined core game logic and edge cases, translating complex rules into clear end-to-end user journeys
- Ran weekly demos with the CEO to align priorities, capture decisions, and iterate scope
- Led engineering handover with detailed state definitions, error handling, and clickable prototypes
- Delivered a self-serve in-app picking experience and CMS, with the first pot reaching ~£100k from ~10k entries

SKILLS

- Product discovery
- UX & UI design
- Design systems
- Wireframing & prototyping
- Stakeholder collaboration
- Agile (Scrum)
- Mobile design (iOS/Android)
- Responsive web design
- Figma / FigJam
- Jira / Confluence
- Design QA & release prep

HOBBIES

- Football
- BJJ
- Fitness
- Sport
- Design
- Travel
- Photography

EDUCATION

Level 4 Diploma in Digital marketing | Middleton Murrary | 2018 – 2019

10 GCSEs A-C | Redden Court School | 2009– 2014