

# 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](https://jaketansel.com)

## DETAILS

**Portfolio:** [jaketansel.com](https://jaketansel.com)

**Email:** [jaketansel@yahoo.com](mailto:jaketansel@yahoo.com)

**Location:** Billericay, Essex

**Phone:** 075089 61123

**LinkedIn:** [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 Murraby | 2018 – 2019

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