

WILL FOSTER

UX / UI Designer

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PROFESSIONAL SUMMARY

Design and user-focused UX/UI Designer with strong experience working on extensive projects, building and implementing design systems, and executing user research. Worked for the last three years as the primary designer for a mid-sized SaaS company, covering everything from user research and design to branding and front-end implementation.

DESIGN EXPERIENCE

UX / UI Designer

Midsummer Energy | 2022 - 2025

Software design focused primarily on two system design products, Easy PV and Heatpunk. Built design structures, systems and practices from the ground up in a company that had never previously had a design team. Initially worked closely with an experienced designer and engineering team to create aesthetic, functional and usable designs for a less digitally literate user base. Later took charge of all product design within the company, working closely with the Managing Director on SaaS sites, shop sites, design systems and branding.

Prior to this, completed a company-wide graduate scheme (2022), gaining cross-functional experience across sales, operations and technical support before moving into the design team full-time.

Design Engineer

Pioneer Pump | 2020 - 2021

Designed, engineered and built pump sets for floods, mines and quarries. Led a project to convert half of the existing EMEA fleet from fossil fuel to electric power, and converted existing canopies to be stackable. Updated datasheets, guides and visuals with modern, coherent designs.

ADDITIONAL EXPERIENCE

Travel Consultant

Flight Centre, Australia | January 2026 - May 2026

Full-time client-facing role during a working trip to Australia. Focused on understanding client needs and translating them into tailored solutions, sharpening skills in listening, problem-solving and clear communication, directly transferable to user research and stakeholder work.

EDUCATION

BSc Product Design and Technology, 1st Class Honours

Loughborough University | 2018 - 2022

3 A-Levels: AAB - Mathematics, Product Design, Economics

SOFTWARE & SKILLS

Figma, Adobe XD, Webflow, InDesign, Illustrator, Photoshop, After Effects, HTML, CSS, JavaScript, SolidWorks, Blender, User research, wireframing, prototyping, interaction design, design systems, component libraries, user journey mapping, accessibility, responsive design, design handoff, stakeholder management, brand identity