Jason Coe

Product Design Leader | Product, AI & Design Engineering

Product design leader working across product, design and engineering on complex B2B platforms. I set direction, build teams and create the foundations to scale, from discovery through design systems, prototyping and production. I stay hands-on, using AI, Storybook and Git to take ideas into working code.

I build accessible, trustworthy products for regulated environments.

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Case studies: SureCloud (AI-first GRC platform) · Novata (B2B sustainability platform)

SKILLS

B2B platforms · Discovery and research · Complex workflows · Product and design strategy · Design leadership and team building.

Interaction and visual design · AI prototyping and design engineering · Design systems · Accessibility and trust.

EXPERIENCE

Lead Product Designer
SureCloud Limited, London · Aug 2024 – Present

I lead product design across SureCloud, reporting to the CPO and shaping the foundations for an AI-first GRC platform.

- Designed across SureCloud's risk, third-party risk, audit and privacy applications for regulated industries, partnering with product and engineering from discovery through to implementation.
- Shaped Gracie, SureCloud's AI, around completing GRC work rather than chat, with activity visible before, during and after. 21% of clients adopted it within three months of launch.
- Moved design closer to production with AI-assisted prototypes, Storybook and Git, helping shift releases from quarterly to fortnightly (6× more frequent).
- Set direction for Nimbus as a shared design and engineering system of 60+ production-ready components, and lead its move to WCAG 2.2 AA.
- Set direction across the platform, maintaining quality and coherence while developing a junior designer.

Lead Product Designer (Founding Designer)
Novata Inc, London & New York · Sep 2021 – Aug 2024

I joined Novata as its founding product designer, taking an early ESG product from private beta towards a broader sustainability platform. I built and led a five-person design team across the UK, Spain and New York.

- Designed for the platform rather than individual features, establishing shared workflows and reusable patterns across four product areas: ESG assessment, carbon, frameworks, and benchmarking and analytics.
- Set direction for Novakit as a shared design and engineering system, then led its move to WCAG 2.1 AA through a dedicated accessibility squad.
- Used customer conversations, advisory input and usability testing to find that the data providers entering ESG data had little reason to complete the assessment, and redesigned it to make taking part as easy as possible.
- Grew the design team from 1 to 5, creating clearer ownership through shared principles, critique and standards.
- The platform reached 250+ clients within 18 months of launch.

Head of UX/UI (Contract)
Base Alpha Ltd, Dubai · May 2020 – Jul 2021

Led design for a Middle Eastern technology startup, working directly with the founders and a fully remote team across six countries.

- Led design for a waste traceability platform reaching 20+ sites in year one.
- Delivered a carbon platform for footprint management and offset trading.
- Introduced design-system practices and led the move from Sketch to Figma.

EARLIER ROLES

Digital Director & SMT. Bmore Group Ltd · Jul 2015 – Feb 2020. Senior management team role leading digital. In 2019, I led a multidisciplinary team to create an interactive exhibition for GSK that made the progression of hATTR tangible, reaching 100+ healthcare professionals at its first event.

Director of Digital Experience. Surface Media Limited · Apr 2011 – Jul 2015.

Head of Digital. Cafecreate · Oct 2007 – Apr 2011.

EDUCATION

BA (Hons) Media Studies with Photography (2:1)