Michael Hurst

Senior Product Designer
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Personal Profile

Senior Product Designer with fourteen years in-house at an enterprise SaaS company, the last decade leading UI/UX and product design for regulated, workflow-heavy systems. Recent work includes a trading floor voice network moving to the cloud under live compliance constraints, a case management platform replacing four regional systems, and real-time telemetry dashboards. I start with workshops alongside the people who run the system, map workflows and roles, then prototype and align with engineering ahead of handover.

Skills & Capabilities

UX & Systems Thinking

- Enterprise workflow design, journey and role-based access mapping
- Service lifecycle and operational process design
- Experience designing secure communications and regulated environment solutions
- Data-informed dashboards and information architecture design
- Visualising complex operational and analytical datasets

Delivery & Collaboration

- Concept-to-production ownership
- Cross-functional collaboration with engineering and commercial teams
- AI-assisted workflows for early structural exploration, journey mapping and rapid ideation
- Structured design-to-development handover and implementation alignment
- Stakeholder workshops and executive presentation

UI & Interaction Design

- End-to-end UI design across web and native iOS and Android
- Interaction design and cross-platform behavioural consistency
- Prototyping and interaction flows
- Reusable component structures and consistent interaction patterns
- Considered accessibility across projects

Key Achievements

London Stock Exchange Group – Trading Floor Voice Migration to Cloud (£1M Multi-year Programme)
A regulated, compliance-critical trading floor communications system needed to move to the cloud without disrupting live trading operations. Led UI and UX design across browser and Android endpoints, SIP integration and compliance-driven tooling, validated through penetration testing rounds within the live regulated environment.

Exclusive Networks – Unified Global Case Management Platform (£200K Year One Revenue, 2025)
Four separate regional support systems meant no shared visibility and inconsistent SLAs. Ran regional workshops with support teams to map the workflow, then designed and delivered a single global case management platform. Replaced four regional systems with one queue, live across four regions, with SLA status visible on every case.

Mserv Health – NHS Patient Pain Reporting System (Martha's Rule)
Hospital patients and families needed a direct way to report pain and deteriorating symptoms and trigger escalation to clinical staff, in line with Martha's Rule. Designed the end-to-end UI/UX for the patient-facing reporting system and its escalation workflow, delivered as part of Mvine's healthcare platform work. The clinical trial of the system was run independently by Mserv.

Hitachi/PVS Data – IoT Telematics Platform MVP (£10K)
High-frequency machine telemetry from construction fleets had no accessible operational view. Designed real-time dashboards and derived metric models, turning raw telemetry into insight fleet operators could act on.

Work Experience

Mvine Ltd

September 2011 – May 2026
Head of Design, 2019 – 2026
Senior Creative Designer, 2015 – 2019
Graphic Designer, 2011 – 2015

Impact

- Owned UI and UX direction across Mvine's SaaS platform and enterprise client solutions, shaping structured digital experiences from early concept through to release
- Presented UI/UX solutions to senior stakeholders and CEOs including BT and Exclusive Networks
- Introduced Adobe XD, Axure and later Figma, establishing structured file systems and documentation standards
- Mentored interns and junior team members in UI craft, product demonstrations and stakeholder communication
- Applied AI tools to support pre-sales and delivery, including generating structured statements of work from client discussions and creating realistic, domain-aligned content for product demonstrations

Design & Delivery

- Designed a wide range of digital solutions including global case management portals, data-intensive dashboards, and the patient-facing pain reporting and escalation system built for Mserv Health in line with Martha's Rule
- Delivered cross-platform web, iOS and Android experiences with consistent behavioural logic
- Designed complex workflows, defined access controls and operational processes
- Defined reusable UI patterns, layout grids and interaction principles to strengthen consistency
- Reduced implementation variance through clearer design-engineering alignment
- Delivered UI design for BT's Connected Managed Services platform, covering both general BT cloud/compute offerings and police-specific services supplied to Met Police, translating BT's brand guidelines into production interfaces alongside BT's UX direction
- Produced sales and marketing material, including pitch decks, product architectural diagrams and event collateral

Freelance Design Contractor

Multiple Clients, alongside full-time roles
September 2009 – Present

- Rebuilt technical and sales enablement material for a cybersecurity company, translating dense security concepts into animated explainers, architecture diagrams and partner-facing assets for a global enterprise audience
- Designed technical architecture diagrams, translating dense technical concepts into clear visual narratives for non-technical stakeholders
- Animated complex attack chain and threat intelligence workflows into explainer videos, used in a live enterprise webinar for a major telecom/security partner

Noontime Games

Co-Founder & Design Lead
April 2020 – May 2026

- Created 5 games from design up to manufacturing, with over 7000 units sold
- Launched self-funded Amazon campaign, selling over 3000 units of flagship board game

Education

Redbridge College (New City College)

Level 3 BTEC National Diploma in Graphic Design
Sep 2009 – July 2011
Grade: Triple Distinction

Interests

History, Cooking, Gaming, Live Music, Art