

Andrea Nonni

Lead UX East Sussex · 0750 8577 180

info@andreanonni.com · www.andreanonni.com/UX

Profile

Experienced UX professional with a strong background in designing complex digital products, shaping design systems, and leading product-focused discovery and delivery. I specialise in turning research, data and business goals into intuitive, scalable and accessible experiences. My career spans B2B, B2C, SaaS, e-learning and enterprise environments, working closely with cross-functional teams to drive clarity, reduce complexity and deliver measurable product outcomes.

I bring a mix of UX strategy, hands-on interaction and UI design, and strong communication skills when working with stakeholders. I also have front-end prototyping capability, supporting faster validation and smoother collaboration with engineering.

Core Competencies

- Lead end-to-end research and exploration using qual/quant methods such as telemetry analysis, user interviews, A/B tests, heatmaps, and session recordings to drive strategic insights.
 - Drive design-thinking processes, rapid prototyping, and iterative, hypothesis-led validation.
 - Oversee wireframing, interaction design, UI design, and scalable design-system development.
 - Define user journeys, personas, and service blueprints to shape product strategy and problem-space alignment.
 - Articulate design rationale to cross-functional teams and executive stakeholders.
 - Partner with product, engineering, and data teams in Agile workflows to guide end-to-end delivery.
 - Develop front-end prototypes (React, HTML/CSS/JS) to evaluate feasibility and de-risk design decisions.
-

Tools & Methods

Design & Prototyping: Figma (Design & Make), Adobe CC, interactive prototyping

Research & Analysis: User interviews, usability testing, analytics insights, A/B tests, heuristic evaluation

Tech & Prototyping: HTML5, CSS3, JS, React components, Tailwind, Bootstrap, Foundation

Collaboration: Agile / Scrum, design documentation, developer handoff, QA

Professional Experience

2024 – Present · UX Team Lead · Access Group

Lead the creation of a unified design system serving a growing suite of e-learning and higher-education products. Oversaw the full UX lifecycle: discovery, user research, IA, wireframing, UI design, prototyping, engineering handoff and QA.

- Drove design for both new products and large-scale digital transformation initiatives.
- Collaborated closely with product owners to define hypotheses, validate concepts and establish KPIs.
- Delivered cross-product patterns improving consistency, accessibility and development efficiency.
- Supported go-to-market readiness, enabling strong adoption, engagement and completion rates.
- Transitioned into team leadership, coaching designers and improving workflows.

2018 – 2024 · UX Lead · Bookboon.com

Owned UX direction for both B2B and B2C products within an agile, fast-scaling environment.

- Collaborated with C-level stakeholders on product strategy, problem framing and KPI definition.
- Ran end-to-end design cycles: research, concepting, wireframes, UI design, prototyping and testing.
- Brought user insights into sprint planning while supporting developers through clear documentation.
- Contributed to rapid business growth (30 → 115+ employees) and acquisition of major clients (Sony, SAP, NHS, AstraZeneca).

2018 · Senior UX/UI Designer · PRS for Music (PPL/PRS)

Part of the team defining the future B2B licensing experience following the PPL–PRS merger.

- Led discovery, persona creation, user flows, prototypes and iterative testing.
- Designed components aligned with Salesforce Lightning principles and brand guidelines.
- Produced UX and UI artefacts for stakeholder review and engineering alignment.

2017 · Senior UX/UI Designer · PPL

Designed the UX and UI for the Register Repertoire system, a large-scale B2B/B2C data platform.

- Conducted user research and stakeholder interviews.
- Delivered weekly UX reviews and close collaboration with business analysts and architects.
- Worked in Agile across discovery, design and development cycles.

2012 – 2017 · Web Manager · JOON Ltd

Managed and delivered marketing sites, e-commerce platforms and IoT web app interfaces.

- Designed UX/UI for diverse clients: Sony Music, V&A Museum, Ghostbusters, Knicks, Rangers.
- Created prototypes for user testing and early validation.

2009 – 2012 · Web Designer & Front-End Developer · Sony Music Entertainment

Designed and developed artist websites across Europe, ensuring high-quality front-end builds. Clients included: Michael Jackson, Joe Cocker, Jimi Hendrix, Calvin Harris.

2008 – 2009 · Web Designer · Digital People

Created wireframes, layouts and interactive content for major brands including Unilever, Orange, Cadbury, GSK and EA.