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Skillset

Product Design
Product Strategy
User Experience Design
Front-End Development
Product Management

Tools

Figma
Claude
Notion
Obsidian
Cursor
Paper
Git
Vercel

Interests

Sport Climbing
Formula1
Design
Sci-fi

Ollie Phyo-Barker

Senior product designer with 10+ years of experience designing intuitive products in complex domains. Helping taking ideas from strategy through to implementation and launch. I think in systems and obsessing over the details. Leading with empathy, working best in cross-functional teams, and bring clarity and direction to hard problems.

Experience

Senior Product Designer, Transpond

2023 → 2026 · Remote

Led design for Transpond as it grew from an email tool into an multi-channel marketing platform. Promoted to team lead, taking on strategic product responsibility alongside design.

- Designed and helped build a new drag-and-drop editor shared across emails, forms and landing pages. Used it to launch Landing Pages, taking Transpond beyond signup forms, and ran the private beta from recruiting customers to acting on their feedback.
- Designed Conversations, a shared inbox that brings website chat, support email and messenger channels together so customers can talk to their contacts in one place.
- Improved email deliverability by redesigning the domain authentication flow using account approval, domain data, and customer feedback.
- Introduced SMS and Social Campaigns so customers could reach contacts beyond the inbox.

Senior Product Designer, Capsule

2019 → 2026 · Remote

Designed and led projects across Capsule, helped shape its product strategy and focused on bringing AI into a CRM known for its simplicity.

- Designed Capsule's AI features, including meeting briefs for preparing for meetings, Zoom call summaries synced into contact history, and contact summaries.
- Designed Goals, letting sales teams set and track targets for deals and activity, with managers able to see progress across the team.
- Designed team collaboration features, adding comment threads and @mentions so teams could discuss contacts and deals in Capsule instead of over email or chat.
- Redesigned Capsule's navigation, moving to a left-hand nav that gave new features room to grow.

Senior Product Designer, Pento

2021 → 2023 · Remote

Designed payroll software that made complex legislation simple to follow, expanded what Pento could pay, and reduced manual the workload for payroll teams.

- Set clear rules for what to automate and what to ask, using defaults only where the risk was low, and backing each question with validation and plain explanations.
- Turned HMRC and Pensions Regulator rules into guided flows for P11D benefits, company car tax and pension auto-enrolment, where mistakes meant fines.
- Evolved the in-house Bento design system as the product grew, keeping new features consistent.

Senior Product Designer, Moltin

2018 → 2019 · Newcastle upon Tyne

Worked as the primary designer focusing on both the Moltin dashboard and creating standalone projects to showcase the API. Notably an inclusive magic mirror retail experience.

Head of Design, Big Bite Creative

2014 → 2018 · Middlesbrough

Working on numerous diverse projects across the web and mobile as the lead designer and project manager. Including marketing design, product design and front-end development.

Qualifications

Diploma of Higher Education - Web Design & Multimedia

2011 → 2014 · University of Teesside