Alex Ross

Senior product designer based in London, with seven years designing complex, regulated products, from clinical trial payments to edtech. I build design systems, and I prototype and ship with AI myself.

Experience

Multiverse

Oct 2021 – present

Senior Product Designer, May 2023 – present
Product Designer, Oct 2021 – May 2023

The UK's first edtech unicorn. I own the journey that takes employers and their staff from first contact to enrolling.

- **Designed the skills assessment and programme recommendations that now run Multiverse's core business.** In 14 months they went from handling 1.4% of bookings to every booking for our main programmes. 93% of learners commit to the programme we recommend, and its first full cohorts set a three-month retention record (97.8%).
- **Co-created the vision behind it** with the VP Product and Product Director, replacing an hour-long application with a 15-minute skills scan. Led design until it split across squads, mentoring the designers who joined and presenting regularly to the CEO and sales leadership.
- **Design lead on an AI-driven rebuild** of how learners are matched to programmes, since Aug 2026, building working prototypes with AI to get key decisions made early.
- **Research that changed who the product was for.** The employer-facing side was built for customers to use live with us. My field research showed it didn't fit how our sales team sells, so I redesigned it as an internal tool giving sales a defensible link from a customer's problems to the programmes we recommend.
- **Founding design lead on the company design system.** Design tokens let us rebrand the whole product in one week. Earlier, rebuilt our Figma component library as the design team doubled, halving detached components (74 to 35 a month).
- **Shipped production fixes myself** with Claude Code and Cursor, including one that unblocked a 275-person customer launch in four working days when no engineer was free.
- **Earlier wins:** self-serve interview booking (44% uptake, 232 team hours saved) and application evidence checks cut from days to minutes.

Medidata

Jun 2019 – Oct 2021

Product Designer, Feb 2020 – Oct 2021
Associate UX Designer, Jun 2019 – Feb 2020, after a 2018 internship

Software that pharmaceutical companies use to run clinical trials.

- **Sole designer on a new payments product** to get trial sites paid on time, from beta to first release across four engineering teams.
- **Redesigned the contract at the heart of the product** and designed the rest of the payment flow from scratch, from costs to disbursements. Ran six moderated usability tests and reworked the hardest flows.
- **Raised UI quality across engineering** with a design review step on every front-end ticket, a component library and an accessible colour palette for the shared UI kit.

Contact

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Skills

Design
End-to-end product design, interaction and visual design, design systems and tokens, accessibility, prototyping

Research
Moderated usability testing, field research, jobs-to-be-done, workshop facilitation

Tools
Claude Design, Claude Code, Figma, Replit, Figma Make, Cursor, HTML/CSS, basic JavaScript

Education

The University of Edinburgh
BA (Hons) Product Design
First Class Honours
2015 – 2019

Languages

English and Italian, bilingual
Spanish, good understanding