

Will Colley

Lead Product Designer making complex products clear, accessible and useful.

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Profile

Lead Product Designer with 15+ years' experience across healthcare, fundraising and consumer technology. I'm a hands-on IC who leads through influence, bringing product strategy, interaction design, accessibility and systems thinking together to solve difficult product problems. I work best where the answer is not obvious yet, helping teams decide what is worth building and turning that thinking into products people can actually use.

What I bring

Product direction	Discovery, problem framing, facilitation, stakeholder alignment and product judgement.
Design systems	Multi-brand systems, tokens, component governance, Storybook and design-to-development standards.
Accessibility + UX	Mobile and web interaction design, WCAG 2.2 AA, prototyping, UX writing and plain language.
AI-assisted delivery	AI-accelerated workshops, prototyping and collaboration with AI-enabled development workflows.

Experience

LivaNova PLC · Senior Product Designer

Nov 2024 - Present · Neuromodulation, Obstructive Sleep Apnoea & Cardiopulmonary

Leading complex product work while shaping shared design foundations across LivaNova's product-facing teams.

- Lead designer for the VNS Therapy App, shaping onboarding, Virtual Clinic and core patient experiences for people using implanted neuromodulation therapy.
- Used AI-accelerated workshops with developers to turn onboarding and Virtual Clinic concepts into working experiences faster, while keeping patient needs and design judgement central.
- Led a regulated Android diagnostics experience for surgical and hospital IT teams, replacing a manual log-retrieval process with a clearer digital workflow.
- Created the multi-brand Design System strategy now expanding across the business: two product areas shortly, three within 12 months, with global adoption planned.
- Storybook is live and in use. I set direction for shared components, tokens, icon and motion rules, accessibility standards and developer handoff.
- Guide two senior Design System designers and lead accessibility strategy around WCAG 2.2 AA, including the needs of users with motor and visual impairments.

Epsy Health, LivaNova · Senior Product Designer

May 2021 - Nov 2024 · Epilepsy patient and caregiver products

- Led research-driven improvements that increased logged events by 15% and monthly engagement by 10%.
- Worked directly with patients, caregivers and clinicians, turning lived experience into product direction and testable decisions.
- Co-led the Design System across iOS, Android and web, improving consistency between design and engineering.
- Created a UX Copywriter's Playbook that aligned design, product, legal, privacy and labelling around clearer patient communication.

Experience

Lantum · Senior Product Designer, Contract

Jun 2019 - Mar 2021 · Healthcare workforce platform

- Designed rota and staffing tools for GP practices, hospitals and healthcare organisations, simplifying high-pressure operational workflows.
- Shift Histories moved change tracking towards self-service after research uncovered 15-20 support queries a week, equating to roughly 21 support days a year.

JustGiving · Product Designer

Jan 2008 - Dec 2019 · Fundraising, donations and crowdfunding

- Designed products used by charities, fundraisers and donors at national scale across web and mobile.
- Helped launch crowdfunding and charity campaign products.
- Helped consolidate three donation flows into one Design System-led experience, creating a shared foundation for processing millions of pounds in donations.
- Moved from front-end development through brand and UI into Product Design over eleven years, working across product, engineering and brand.

OnCare · Product Designer, Contract

Feb 2019 - May 2019 · Care technology

Helped establish an early UX practice and Design System, while designing mobile workflows for care workers recording visits, tasks and essential care activity.

How I work

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| 01 | Start with the problem, not the solution. Understand users, business needs and technology before deciding what is worth solving. | 02 | Design the system, not just the screen. Build patterns, content and components that make the next problem easier. |
| 03 | Know when not to build. Challenge assumptions and protect products from complexity users do not need. | 04 | Use AI to explore more, not think less. Accelerate lower-value work and keep time for judgement, craft and difficult decisions. |

Tools & development

Tools Figma · FigJam · Storybook · Maze · Jira · Confluence · Miro · Notion · ChatGPT · Claude · Microsoft Copilot · Claude Code · Lottie

Development Memorisely AI Product Design Bootcamp, 2025 · IDEO U Leading Complex Projects, 2024 · ADPList Mentor

Background Fine art and lettering. Still drawing, still cycling, still interested in making complicated things feel human.