

Keith Symons, Designer & Photographer

[Design Portfolio](#) | [Photographic Portfolio](#) | [LinkedIn](#) | keith@keithsymons.com | [+44 \(0\) 7956 803329](tel:+44207956803329)

Summary

Accomplished hands-on [Designer](#) & [Freelance Photographer](#), product designer and UX strategist with a proven record of leading multidisciplinary teams and delivering innovative solutions across hardware, software, and AI-powered platforms. Specialising in complex functionality, design systems, and customer-centric strategy, driving business growth and building inclusive design teams. Notable for securing major contracts, increasing user engagement and revenue, and co-inventing patented features. Combines creative expertise, technical proficiency, and strong communication skills to create impactful, accessible, and intuitive user experiences.

Skills & Expertise

UX Strategy & Leadership

- Guided multidisciplinary teams with clear vision, structured thinking, and collaborative leadership.
- Applied design thinking to simplify complexity with empathy, insight, and measurable impact.
- Led design and innovation on intelligent meeting notes, driving a 400% year-over-year increase in Teams Premium subscriptions, surpassing 3 million seats.
- Directed design of a [B2B SaaS adaptive learning platform](#) that secured the Certified in Cybersecurity contract with [ISC2](#), training 1 million learners over two years.
- Built relationships, grew inclusive design teams, fostered knowledge sharing, and increased revenue through customer-centric design strategy and system thinking.
- Supported Chief Product Officer at [Obrizum Group](#), setting design vision, creating phased execution plans, and prioritising roadmaps.
- Set vision and strategy roadmaps with leadership and executive teams at [Microsoft](#), influencing strategic decisions and tactical recommendations.
- Hired, mentored, and coached early-career designers.
- Extensive experience in UX strategy, design thinking and stakeholder management.
- Used to working within technical constraints and backend realities.

Creative & Design Expertise

- Created narrative-driven, system-aware designs that are usable, accessible, and inclusive.
- Skilled in Figma and modern prototyping tools, translating research and business goals into effective design strategy.
- Balanced high-level direction with hands-on execution in fast-paced environments.
- Designed and communicated new features and functionality using high-fidelity prototypes.
- Contributed new design patterns to Microsoft's [Fluent UX Framework](#) and design language for internal and external teams to reference.
- Designed prototypes with complex business rules and processes for Met Office planning tools, [Skype on TV](#), and other [innovative products](#).
- Delivered UX and IA for eFinancialnews.com, Canon, O2, ITV, Camelot, Ericsson, Yahoo!, BT, NHS, and Opod.
- Founder and partner at Profit From Play Limited: Led teams and delivered user-centred design for organisations across various sectors.

Communication & Storytelling

- Crafted clear, compelling language and visual storytelling across platforms.
- Distilled complex ideas into intuitive, actionable narratives for users and stakeholders.
- Authored migration instructions, self-help resources, error resolution procedures, onboarding materials, and email notifications.
- Facilitated design workshops for PM and Design to align products across endpoints and design systems.

Photographic & Digital Asset Management

- Prepared, packed, and managed equipment; maintained tidy, safe, and efficient sets.
- Imported, backed up, and organised large volumes of images; file naming, metadata tagging, and structured folder systems.
- Prepared assets for editors and marketing teams.
- Edited and colour-graded in Lightroom & Photoshop; strong visual storytelling and attention to detail.
- Experience across [BTS](#), [portraits](#), [sports](#), [events](#), [property](#), and (from 2026) [weddings](#).

Technical Proficiency

- Experienced with [generative AI and AI agents](#), Adobe Creative Suite, Figma, SharePoint, Microsoft 365, Teams and multi-platform systems from web, mobile, desktop and large screen devices.
- Strong understanding of front- and back-end development; comfortable working within Agile workflows.
- Used tools such as Zendesk and Posthog to monitor customer behaviour and capture feedback for product development.
- Worked with embedded devices, TV, telephone, home phones, and games console manufacturers to implement Skype SDK.

Organisation & Reliability

- Strong time-management; works well independently or in a team.
- Reliable, punctual, and comfortable in fast-paced environments.
- Flexible with last-minute changes.

Achievements & Impact

- Contributed to improvements in [OneNote and Microsoft 365](#), leading to an increase in paid seats from 280 million in 2021 to 345 million in 2022, generating \$63.36 billion in revenue.*
- Led design for the [School Data Sync](#) admin tool, increasing Microsoft Education active users by 5 million within a year.*
- Co-invented features and earned a patent: 'Personalized contextual connection of items in a multi-user system' Patent No. US-11750669-B1.
- Expanded Skype's presence into the living room by launching [Skype on TV](#), laying the foundation for future products like Surface Hub and Xbox.

Education

- Bachelor's Degree (Hons) Graphic Information Design, University of Westminster (HCI, UX, Interaction Design, Graphic Design & Design History & Typography)
- Foundation Studies in Art & Design, University of Westminster

Additional Experience & Interests

- Experienced in enterprise, corporate, banking & finance, education, consumer, public sector, government and healthcare. e.g. Goldman Sachs, Network Rail, NHS Care Records System, Yahoo! and more.
- Collaborating with start-ups and established companies.
- Provided practical industry advice as a visiting lecturer at Anglia Ruskin University, Cambridge.
- I stay creative in my spare time with my hobbies & interests: Art & Design, Photography, [automotive](#) and aviation interests, emerging technologies and AI tools, gaming, model rail and playing guitar.
- Roles & titles over the years: Shop Assistant, Graphic Designer, Associate User Experience, User Experience Consultant, Information Architect, Senior Design Manager, Senior Product Designer, Principal Product Designer, Head of UX, Design Leader, UX Strategist, AI Experience Designer, Freelance Designer, Freelance Photographer, Creator, Volunteer.

* Data extracted from Microsoft Annual Reports.