

# Alex Walker-Ingham

## Product Designer

**Portfolio:** walker-ingham.co.uk  
**Email:** alex@walker-ingham.co.uk  
**Phone:** (+44) 7504693069

### WORK EXPERIENCE

#### BaseKit / Lead Product Designer

April 2023 - PRESENT, Bristol UK (Hybrid)

I led the design of Basekit's white-label website builder, booking, and e-commerce platforms, used in 40 countries. I collaborated with senior leadership to create customer-focused product roadmaps based on research and competitor analysis. **I played a key role in Basekit's expansion into the banking sector, securing contracts with Mastercard and other Tide Bank.**

#### BaseKit / UI Designer

January 2022 - April 2023, Bristol UK (Hybrid)

In my role as a UI designer for Basekit's core product team, I translated product strategy into designs for new impactful products and features. I also redesigned existing products in our suite for localization within new international markets and to meet current accessibility standards.

#### Tracsis plc / Product Designer

November 2019 - January 2022, Manchester UK

I led the design and implementation of Tracsis's rail occupancy data platform. After the system was delivered, the **revenue of the Passenger Analytics division grew by 14% from 2019 to 2021**. Additionally, the platform received recommendations for rail franchises from the UK Department for Transport.

#### Tracsis plc / Design Consultant

March 2018 - November 2019, York UK

I designed applications that enhanced internal processes and empowered engineers. A key project was an application for Tracsis surveyors and Transport for London that supported cyclist surveying for the "Mayor's Vision for Cycling. This tool was instrumental in winning a tender and **generated £5 million in new revenue**.

#### Actavo / Design Engineer

March 2017 - March 2018, HMNB Devonport UK

#### Actavo / Technology Project Engineer

March 2016 - March 2017, Leeds UK

#### Burning Night Group / Technology Manager

October 2015 - March 2016, Leeds UK

#### Acme Facilities Group / IT technician

July 2014- October 2015, Blackburn UK

### SKILLS

#### Design

User Research • Ideation • Storyboarding • Wireframing • Prototyping • User Testing • Interaction Design • Visual Design • Roadmap Planning

#### Tools

Figma • Adobe XD • Photoshop, Illustrator • Jira • HTML/CSS

### CERTIFICATIONS

#### UX Design Certificate

Google

#### Lean Six Sigma - Yellow

Lean Sigma Systems Ltd

#### ICT Professional Competence

City & Guilds

#### ICT Systems & Principles

City & Guilds

#### Windows Server

Microsoft

#### Networking Fundamentals

Microsoft

#### Security Fundamentals

Microsoft

#### Windows OS Fundamentals

Microsoft

### EDUCATION

#### BSc Design & Innovation

Open University

2023 - 2027 (Expected)