

Matthew Burton McFaul

[Portfolio](#)

Senior Product Designer

[Linked In](#)

25 yrs in product designer leadership for Microsoft, Disney and BBC.

Design for increased engagement and behaviour change, drawn from experience of 100+ game design projects, hit TV shows, and award-winning comic design..

Design execution for **innovative tech** and **healthcare** products using AI, Cloud and conversational UI.

UX, UI, Figma, Design Thinking, m-health, Motion graphics, No-Code, Webflow, infographics, Martech, Game design, Dialogflow, Video production, Animation, User testing, Fintech, Chatbots, AI

Royal College of Nursing

Senior Product Consultant : UI UX

May '23 - Present

Creation of RCN staff resource site in 6 weeks. Now in National pilot.

Product focus: Increase student membership sign up, generate increased advertising & commission revenue and increasing uptake of professional-development courses.

NHS

Senior Product Designer

Jan '22 - Apr '23

Chatbot to increase engagement with Social Prescribing

End to end codesign cycle to NHS pilot in 6 months

84% increase in patient preparedness

25% increase in positivity around the appointment

HD Labs

Senior Product Designer

July '21 - Feb '22

Web app for safer AI decision-making in social care.

Screening website, Client portal and suite of self-assessment tools

Delivered on budget

From business ambition to user-tested High Definition prototype in 3 months

Technical writing, infographics and sales material design;

Achieved next client step; i.e. formal evaluation / due diligence

Won new NHS business of over £0.5m

Secured £100k in grant funding

Remitly

Senior UX designer

Aug '19 - Feb '20

Web app for UK immigrants sending money home

Facilitator for international Design Sprint week resulting in 2 new product lines.

Achieved a 42% increase in readability of alerts - to a reading age of 12 yrs old.

Increased transaction completion by 19% through AB testing of security messaging

Between the Lines

No-Code Developer Designer

May '19 - Jul '19

Creative Writing e-commerce site :

83% reduction in onboarding admin time

250% increase in £ revenue per student

20% site sales to 677% further £ revenue

90% of site-visitors from email purchased a £295 course

Southwark Borough Council

Chatbot Developer Designer

Mar '19 - Jun'19

Behaviour change design for Smoking, Diet, Weight, Physical activity and Wellbeing

130% increase in user retention from AB Testing - 1000 Beta users

70% of users rated the app High Quality or better

69% were likely to make health changes because of it

- from 233 users surveyed at launch

PoTS UK Postural Tachycardia Syndrome

Web app Developer Designer

Jun '18 - Jun'19

App to manage long term health condition

230% increase in client satisfaction from design iterations

5% conversion of registered users to weekly users

Trent Psychological Therapy Services

Chatbot Producer Designer

App to increase engagement with therapy

Jun '18 - Jun'19

Redesign achieved 70% reduction in dropoff in 1,142 users

Microsoft Research

Product Design Consultancy

Aug '15 - Feb '19

UI, UX, product branding and testing for a dozen tech innovations.

DNA Storage • AI Search • Video Conferencing • Augmented Reality • IoT • Genomics • Precision medicine • Health bots

iOS and Android AI Computer vision app **What-Dog**

1m+ Monthly users at launch

Defined the product UI, website and launch assets for **Azure Sphere** ;

Became \$1bn+ business pillar

10 leading manufacturers signed on as clients in first 3 months

Argos

UI UX Designer

Mar '15 - July '15

Redesign of e-commerce app that was Retail Week's Customer Innovation of The Year

Delivered £3 million in incremental revenue in 8 weeks

NHS

Animation producer

Dec '14 - Feb '15

10 x 30 second animated films on behaviour change

98% surveyed learned new information about their condition

93% have changed their self-management technique

RAF

UI UX Game Designer

July '14 - Sep '14

Training app to increase applications to key technical sectors of the organisation

Boosted engagement at recruitment events

Other

BBC : £1m Interactive drama, **Camelot**: Largest signage campaign, **CBBC** : Record breaking web game,

Facebook games 1m users, **Nintendo + Playstation** AAA Game UI Desig