

Edward Stone

Senior Product Designer

Senior Product Designer with 10+ years across ed-tech and sports technology. Founding designer at two startups, I built the research infrastructure, design systems, and feedback loops that shaped how each organisation understands its users and decides what to build. Now leading design at Inquisitive, collaborating across product, engineering, and content to ship meaningful outcomes for teachers.

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EXPERIENCE

Senior Product Designer (UX/UI), *Inquisitive*

2020 – Present · Sydney, Australia

Founding designer at an ed-tech platform used by 50,000+ primary school teachers across Australia and the United States.

- Built a customer voice infrastructure from scratch, capturing 95% of actionable feedback across two regions and transforming how the organisation prioritises what to build.
- Doubled the number of students added to the platform, a core company goal, by surfacing a critical onboarding barrier through the customer voice infrastructure and shipping an add-by-name flow that grew from 6% to 61% of all student additions in 10 months.
- Designed a responsive, accessible lesson builder that replaced static PDFs with interactive digital lessons, enabling the business to expand into the student market and unlock a new revenue stream.
- Designed a planning feature aligning Inquisitive's content library with teachers' real classroom schedules, adopted by over half of active users and now a key indicator of customer engagement and retention.
- Designed and shipped an in-product review system for teachers to rate lessons, generating 7,000+ responses in its pilot year. Feedback drives weekly content improvements, surfaces product insights, and provides a pipeline of engaged users for research recruitment.
- Founded a Figma variable-powered atomic design system that eliminated UI alignment issues, freeing design and engineering capacity to focus on solving customer problems.
- Researched and restructured the lesson library's information architecture, reducing teacher time to find critical resources by 50%.

DESIGN

Product Design
UX Design
UI Design
Interaction Design
Information Architecture
Design Systems
Responsive Design
Accessibility (WCAG)

RESEARCH & ANALYSIS

User Interviews
Usability Testing
Survey Design
Data Analysis
JTBD
OOUX

TOOLS

Figma
Jira
Jira Product Discovery
Dovetail
Hotjar
Intercom

Product Designer (UX/UI), *PlaySport*

Apr 2019 – Mar 2020 · Sydney, Australia

Sports discovery platform connecting organisers and players across hundreds of sports via web and mobile.

- Built a cross-platform design system in Figma covering web, Android, and iOS.
- Identified spontaneous, location-based discovery as the primary user need and designed a near-me feature to surface nearby sports and activities.
- Redesigned the organiser onboarding flow to reduce friction in creating events, addressing the platform's core supply-side challenge.

Senior Digital Designer, *PlaySport*

Mar 2018 – Apr 2019 · Sydney, Australia

Sports discovery platform connecting organisers and players across hundreds of sports.

- Established PlaySport's brand identity and visual language as the company's founding designer.
- Re-designed EDM campaigns, increasing conversion rate by over 20%.
- Sole designer responsible for investor pitch decks, brand collateral, and campaign assets, often under tight turnarounds.
- Researched and developed PlaySport's brand guidelines, defining a scalable visual language across 300 sports.

Freelance Graphic Designer, *Insignia Worldwide*

Jul 2017 – Feb 2018 · Sydney, Australia

International design agency specialising in property branding. Led print, digital, POS, and signage design across multiple clients.

Graphic Designer, *Rocket Entertainment & The Elton John AIDS Foundation*

Jul 2013 – Oct 2016 · London, UK

Graphic designer for Sir Elton John's private office, Rocket Sports (sports management), and Rocket Music (music management). Designed for Olympic-level athletes and entertainment industry clients.

- Designed and built websites for high-profile sports and music talent, owning content, structure, and UX decisions end-to-end.
- Independently scoped and delivered pitch decks, brand sponsorship mock-ups, and campaign assets across multiple business units.
- Grew from a single-department designer to the sole creative resource across three business units through consistent delivery and stakeholder trust.
- Collaborated with recording artists on promotional material, album artwork, and talent photography, translating their creative vision into finished assets.

Co-Owner & Designer, *Prang Out*

Jan 2011 – Oct 2016 · London, UK

Co-founded and operated clothing startup, managing end-to-end product lifecycle from design to sales. Closed when relocating to Australia.

- Managed the entire product lifecycle from garment design and sourcing through to branding, packaging, photography, and e-commerce.
- Designed and maintained the online store, handling web design, product photography, and post-production.
- Stocked in multiple retail stores across the UK and featured in TimeOut London, Front Magazine, and Empire Magazine.

Assistant Archivist, *The Office of Sir Elton John and David Furnish*

Nov 2011 – Jul 2013 · London, UK

Catalogued and maintained the personal and professional archive for Sir Elton John and David Furnish.

AI-assisted workflows (Claude, Claude Code, Dovetail AI, Figma MCP)

STRATEGY & DELIVERY

OKRs

Evidence-based Prioritisation

Product Thinking

Cross-functional Collaboration

Agile/Scrum

EDUCATION

Ravensbourne University

Foundation Diploma in Graphic Design

Esher College (A Levels)

ICT · Media Studies · English

Language