

Elliott Wilkie-Roşca

Associate Director, Experience Design

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Summary

Product designer with 12+ years building user-centric products across healthcare, AI, commerce, and emerging tech. I design and build, taking products and design systems from concept to working prototype, and I've helped startups and top brands ship, scale, and find product-market fit.

Skills

Product design

Design engineering

AI

Prototyping

Design Systems

UI/UX design

Product Strategy

User research

Wireframing

Design Team Leadership

App Design

Illustration

Experience

BOLDSCIENCE – Associate Director, Experience Design

Jan'25 → Present

Design engineer within BOLD's innovation team, taking AI-powered and internal products from concept to working prototypes.

- Designed and built Assembly Line, a proposal building tool for client services that enables cross-selling across omnichannel teams.
- Designed BOLD Pubs, a clinical publications and trials research product, resolving complex information architecture across entity views, comparison modes, and saved analytical lenses.
- Established a scalable design system underpinning the full product suite — encoded to be machine-readable so LLMs can generate production code from it.
- Led design of BOLD Approvals, a tool for pharma teams preparing for FDA Advisory Committee meetings.

Simple Online Healthcare – Head of Design

Oct 2023 → Jan 2025

Led end-to-end design for a multi brand digital health platform across three markets (UK, Australia, Denmark)

- Delivered a complex, role-based international B2C platform, launching market-specific sites in urgent two-week sprints.
- Designed mobile app and web platforms for NHS patient workflows.
- Introduced atomic design systems and restructured the team, hiring and mentoring junior designers.
- Ensured compliance with healthcare regulations and security protocols.
- Partnered with engineering and product to improve process and QA.

Exchange Art – Lead Product Designer

Mar 2022 → Sep 2023

Redesigned Solana's leading 1:1 NFT marketplace, driving 27× revenue growth and onboarding 11K+ creators.

- Designed marketplace UX, auction flows, and data-rich dashboards.
- Created accessible onboarding flows for non-crypto-native users.
- Directed design for CodeCanvas, a generative art platform.
- Designed an in-house CRM to streamline internal operations.
- Managed and mentored a team of 5 designers.

Biorelate – Senior Product Designer

Jun 2018 → Mar 2022

Designed an AI-driven interface that enabled researchers to access and analyse 80% more biological data.

- Led B2B UX for biomedical platforms used by AstraZeneca and Pfizer.
- Reduced onboarding time from 1-2 weeks to hours.
- Collaborated closely with NLP engineers and scientific advisors.
- Led user research with bioinformaticians and pharma scientists.
- Built a responsive Webflow site and CMS to connect marketing and sales.
- Mentored and managed a junior designer.

Selfridges – UX Designer

Feb 2017 → May 2018

Increased annual revenue by £1M+ through checkout optimisation and UX testing.

- Ran A/B and multivariate testing across e-commerce touch-points.
- Bridged online and in-store journeys with tailored solutions.
- Optimised checkout flows for global markets across iOS and Android.

Figleaves – Junior Designer

Dec 2014 → Feb 2017

Worked across UI, research, print, illustration, and motion graphics.

Instrumental – Design Intern

Aug 2014 → Nov 2014

Focused on brand identity development and print collateral.

Freelance

Apr 2011 → Present

- Led design for **ClaimBee**, a legal-tech platform for claiming compensation on delayed flights.
- Designed the visual identity for **Jabbr**, an AI-powered combat sports tool.
- Led design for **Badger Post**, a social media automation tool.
- Built **Milió**, a SaaS tool making product inspections easy.
- **+15** other brands and projects...

Education

NHC – National Diploma in Interactive Media

2011 → 2013 • Triple Distinction

General Assembly (London) – Design for Mobile & Devices

2014 (3-month course)

Tool stack



Off-duty

Outside of work, you'll find me in the Welsh valleys with my wife and cat, gaming, listening to music, binging true crime series, or cheering for the Devils (ice hockey, that is).