

Jamie Hylands

Contact details

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Introduction

Hi, I'm Jamie – design consultant, developer, and researcher who helps teams de-risk products and launch with confidence.

Let's face it: most product launches fail to meet expectations. Sometimes it's because you're building something no one asked for. Other times, it's sinking seven figures into a project that never sees the light of day.

My goal is simple: to make sure you don't end up in that company.

I bring structure to uncertainty, combining strategy, research, and design to shape ideas into products people actually want to use. That means validating concepts, defining expectations, building launch plans, and benchmarking so your team can continue learning and adapting as you grow.

I ask the tough questions most teams avoid – uncovering insights from the people who use your products and translating them into actionable outcomes.

Experience

2013–present

Design Consultant — Manaseven

Founder of a product design studio providing research-led design, product strategy, and innovation services. I work across startups and enterprise agile transformation, helping teams de-risk product initiatives, validate ideas, and deliver impactful user experiences.

2014

UX Design Director — Blonde

Interim Head of UX during a significant organisational transition. Delivered board-level strategic planning, research-led design, and client pitching.

2011–2013

UX Producer — Whitespace

Worked in a small UX team scoping, defining, and designing user-centred solutions for clients across responsive web, mobile, and social platforms.

2007–2011

Freelance web designer

Developed foundational skills in design, client management, and project delivery.

Key skills

Product Strategy: product lifecycle management, product-market fit, launch planning, benchmarking, AI integration and innovation

User Research: user interviews, usability testing, personas, journey mapping, A/B testing, ethnographic research

Interaction Design: wireframing, prototyping, UI/UX design, design systems, UX writing, accessibility

Development: HTML, CSS, JavaScript, PHP, data analysis

Cross-Functional Leadership: stakeholder management, team mentoring, workshops, agile & lean product delivery

Selected clients / projects

Merck, BUPA, HMRC, Coutts, Philips, Royal Bank of Scotland, Scottish Government, NHS Scotland, Transport Scotland, Skills Development Scotland.