Bryan Hayward

Lead Product Designer

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PROFILE

Lead product designer, designing digital products since 2007, after training and working as an architect. At Eptura (formerly Condeco) I designed workplace software used by more than 16 million employees of the companies that subscribe to it: desk and room booking, connected room and desk screens, sign-in and an AI assistant. I find the problems nobody owns, form a hypothesis, test it with real users and see it through to a measured result. I set direction, coach designers and hold the quality bar. Since January 2026 I have also led Eptura's website, brand and web design system.

EXPERIENCE

Eptura (formerly Condeco), London — Jul 2017 to present

Global B2B SaaS for workplace and asset management. Eptura bought Condeco in October 2022.

Web and brand — Jan 2026 to present

Lead UX Designer. Since January 2026 my work has focused on the website, brand and web design system.

- Leading a web design system in Figma, with components, variables and tokens, including extra weights for Eptura's typeface.
- Pitched a website redesign in my own time; the business backed it and moved me across to lead it. Redesigned eptura.com: home page, information architecture, AI, Platform, product and partner pages. Live since May 2026 and rolling out in phases.
- Refined the Eptura identity after six acquisitions: one platform structure, one graphic device, a five-colour core palette checked for contrast, and rules for type, photography and icons. The guidelines are now used across the company.
- Built the presentation template used for every town hall and external deck, plus seven sales decks.
- Designed and built a working email signature tool for 500 staff, in code with Claude Code. Now being built into the website.

Product — Jul 2017 to Dec 2025

Joined as UX Designer in 2017; promoted to Senior UX Designer in 2019 and Lead UX Designer in 2023.

- **Platform sign-in:** proposed one sign-in for Eptura's four apps, starting from eptura.com. Shipped. It is now how more than 16 million end users at subscribing companies sign in.
- **Ask Eptura AI assistant:** self-initiated design for an assistant shared across apps, with drawer, full-screen and triage modes. The version now in development follows my design.
- **Room Screen app for third-party tablets:** my hypothesis was that showing the whole day as one timeline would get people booked faster than paging through blocks of hours. Tested with 35 customers and 26 staff: SUS score 95, satisfaction 96%, 17% less time to book. Launched on the App Store and Google Play in 2026, as designed.
- **Desk Screen v2:** research, tree tests and design for a 640 × 360 pixel connected device. SUS score 94, satisfaction 97% and 29% less time to book, tested with 74 people. Stopped before production after a board cost review.
- **Envision, Teams and Outlook:** led design of Envision, a data-dense Power BI analytics app across Eptura's four modules, where executives asked questions of their own data; it became the groundwork for Ask Eptura. Designed the Engage chatbot for Microsoft Teams, rated 4.5/5 on Microsoft AppSource, and redesigned the task flows in the Outlook add-in.

- **Engage**, Eptura's most used and highest-earning app: its designer from July 2017 to December 2025, and sole designer for three of those years. Shipped work includes shift booking, neighbourhoods, work weeks and concierge.
- **Quick book:** activated by 75% of customers within four weeks; 375,000 bookings. **Team booking:** 85% within two weeks; 210,000 bookings.
- **Device Hub:** app for setting up and managing connected office hardware (room and desk screens, kiosks and sensors); now manages over 450,000 devices for 1,200 customers.
- **Integrations app:** developer-facing app for activating partner APIs; used by over 700 customers, with 15,000 API activations.
- **Engage redesign proposal:** my hypothesis was that showing who is in, and where, would help people decide when to go in. 12 of 12 testers completed the task and chose the recommended day; 72–83% less time to find a desk near their team. Not yet prioritised.
- **Design leadership:** mentored three designers weekly, 2021 to 2023. Ran critiques of other designers' work: set-up flows, task flows, UI consistency and prototypes of proposals. Screened designer CVs and made hiring recommendations.

Bradley Dyer Raw (BDR), Surrey · Senior Designer — Jun 2012 to May 2017

- Sales websites and marketing-suite touchscreens for London property developers, including Quintain, Redrow, Galliard, L&Q and Berkeley Group. About 20 schemes.
- **Alto, Wembley Park (Quintain):** website and touchscreens. The first phase sold out on launch night: about £90 million of homes.
- **Blake Tower, Barbican (Redrow):** touchscreen sales tool with live availability. Led to two more Redrow commissions.

Overthrow Digital, then freelance, London — 2007 to Jun 2012

- Co-founded and ran a small web studio, then freelanced for clients including St Pancras International and Samsung.
- Monowa: new website, sales up 32%. Face Britain: a site built to take a Guinness World Record-winning number of artwork entries.

Architect, London and Dublin — to 2007

- Qualified architect (RIBA Part 3, MRIAI), at practices including Scott Brownrigg. Led teams of three to five on residential, industrial and mixed-use projects worth £2m to £20m.

INDEPENDENT WORK

- **Throughline:** iPhone app for logging work wins and turning them into CV language. Designed it, then built it as a working app in code with Claude Code, with no coding background. In testing.
- **tbob.design:** my portfolio, designed and built in code with Claude Code, with working prototypes in every case study.

EDUCATION

- Professional Practice in Architecture (RIBA Part 3, MRIAI), University College Dublin
- Postgraduate Diploma in Architecture (Double Distinction), The Bartlett, UCL
- BSc Architecture (Hons, 2:1), University of East London

SKILLS AND TOOLS

- **Skills:** product strategy, hypothesis-led design and success measures, UX and interface design, interaction design, design systems (Figma components, variables and tokens), prototyping in code with AI tools, complex and data-dense web applications, connected devices, user research and usability testing (SUS, Maze), brand and art direction
- **Tools:** Figma, Claude (Chat, Cowork and Code), Maze, Sketch, Photoshop, Illustrator, Jira