Harry Parkin

I’m a Lead Product Designer with a background in Industrial Design, combining strategic product thinking with hands-on design and building. I lead complex product experiences at Motorway and have founded and built my own product, Punt, taking it from concept to launch.

Skills

Product design
Product strategy, discovery, user research, information architecture, interaction design, UX/UI design, prototyping, usability testing, design systems.

Leadership & collaboration
Design leadership, cross-functional collaboration, stakeholder alignment, workshop facilitation, product thinking, end-to-end delivery.

Tools
Figma, Slack, Jira, Notion, Claude Code, Kiro, Codex and much more.

Education

General Assembly, London
UX Design Immersive
March 2019 – Jun 2019

Loughborough University
Industrial Design & Technology (BA Hons)
Sept 2014 – Jul 2018

King’s College, Taunton
Sep 2009 – Jul 2014

Contact

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Portfolio
harryparkin.fyi

Experience

Motorway, London – Senior Product Designer, Oct 2022 - Present
Lead design across Motorway’s core marketplace and post-sale experience, working with product and engineering to solve complex customer and dealer problems.

- Drive product discovery and delivery, from research and problem definition through to prototyping, testing and launch.
- Lead cross-functional design work across marketplace workflows and dealer operations.
- Led design for Handshake, introducing QR-based check-in, shared vehicle information and greater visibility into vehicle collections.

Plum Guide, London – Product Designer, Aug 2021 - Sep 2022
Led design for the Host squad, improving the digital tools hosts used to manage their properties and day-to-day operations.

- Designed experiences across search, earnings, calendars, bookings, amenities and navigation.
- Worked across the host dashboard to improve the usability and consistency of core workflows.
- Collaborated with product and engineering to take designs from discovery through to delivery.

Blubolt, Bath – Product Designer, Oct 2020 - Aug 2021
Worked with international brands to improve their e-commerce experiences across desktop and mobile.

- Conducted user research to understand customer needs and identify opportunities for improvement.
- Designed and refined responsive e-commerce experiences across multiple brands.

Wayhome, London – UX Designer, Nov 2018 - Jun 2019
Designed experiences for an internal property valuation tool and a consumer-facing website.

- Conducted user research, wireframing, prototyping and usability testing.
- Facilitated design workshops to align stakeholders and explore solutions.

Appy Ventures, Exeter – UX Designer, Jun 2017 - Mar 2018
Designed and prototyped mobile applications for clients.

InMotion, London – Venture Founder, Nov 2016 - Jun 2017
Selected for an incubator following the Jaguar Land Rover Developer Challenge. Developed a product concept, researched user needs, created an MVP and pitched to investors.

PA Consulting, London – UX Designer, Jun 2016 - Nov 2016
Worked in the innovation lab on user research, design and prototyping for enterprise clients.

Punt, Cambridge – Founder & Product Designer, Oct 2025 - Present
Founded and built a gamified sports fan app, taking it from concept to launch.

- Defined the product proposition, strategy and end-to-end user experience.
- Designed and built core features spanning live match participation, Fanpoints, progression and leaderboards.
- Established brand partnerships, including Fanatics, to bring offers and discounts to users.
- Own product direction and iteration, using user feedback and engagement data to guide improvements.