Emma Vaughan

UX/UI Lead / Consultant

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An intro

I'm Emma - a creative, conscientious, and sociable design lead with over 11 years' experience spanning both agency and client-side roles.

I bring a broad skill set with deep expertise in UX and UI design, supported by a strong foundation in creative and brand design and further strengthened by experience in inbound marketing. I also have a working knowledge of HTML, CSS and JavaScript.

I believe great design is truly simple. I've often been praised for my ability to cut through complexity, focus on the core problem, and deliver clear, elegant solutions that serve both users and business goals.

My approach is grounded in structured design thinking and strong design hygiene. I champion well-organised, scalable design systems that promote consistency and usability, not just for the current team, but to set future teams up for success, with or without me.

Collaboration is key to how I work. I partner closely with frontend developers to ensure that design systems are not only beautifully crafted, but also technically feasible and fully adopted. This close alignment ensures seamless, user-centred experiences that are built to last.

I've led design teams through complex projects for clients including Sky and Savills, as well as early-stage startups needing everything from brand identity to fully realised digital ecosystems serving both customers and employees.

Employment history

Clarion Housing Group - Lead UX UI Designer
October 2024 - October 2025

Rockpool Digital - Head of Product Design - March 2023 - Oct 2024
          Senior UX Designer - Dec 2021 - March 2023
          UX Designer - June 2018 - Dec 2021

Freelance SEO Content Strategist
September 2018 - Dec 2021

intY - Digital Marketer / Content Strategist
May 2017 - June 2018

La Hacienda - Graphic Designer / Content Strategist
Dec 2014 - May 2017

Lined Up - Digital Designer
3 month internship 2014

Education

General Assembly - User Experience Design - 2020
CIM Digital Marketing - 2017
University of Plymouth - Graphic Communication with Typography - 2011 - 2014
NCFE Interior Design
NCFE Photography
Nat Dip Art & Design

Tools

Figma, VSCode, Lucid, Notion, Sketch, Zeplin, Marvel, Illustrator, Photoshop, InDesign, Procreate, Fresco, SEMRush, Google Analytics

Hobbies

Any sport! But in particular - tennis, badminton, skiing, running, hiking, cycling.

Day to day, I work and lead my team through the following:

1. Research	2. Synthesis	3. Ideation	4. Refinement	5. Implementation	6. Measurement
Competitive Analysis	Affinity Mapping	Crazy 8s	Iterations	Design Research	Quantitative Data
Business Analysis	User Personas	Bad Idea Parties	Test, Iterate, Validate	Design Principles	Hypothesise
Market Research	User Journeys	Wireframing		Design Guidelines	Design Advisories
Technical Research	User Flows	Usability Testing		Accessibility	
User Interviews	Problem Statements	Validation		Design Systems	
	Information Architecture			Responsive Design	
				Frontend Handover	