



Drew Geary

Senior Product Designer · London, UK

Product Domains

Mobile banking · AI marketing platforms · B2B commerce portals · Consumer mobile apps · Design systems · Enterprise platforms

A senior product designer with over a decade of experience across product design, digital advertising, and brand. Primarily grounded in visual design with strong UX capabilities, enabling contribution across the full design process - from research and journey mapping through to high-fidelity UI and design systems. Worked across mobile apps, enterprise platforms, AI products, and marketing, with clients including NatWest, the AA, Imperial Brands, and The Trade Desk.

Experience

Senior Product Designer · Publicis Sapient

Oct 2021 - Present

- **NatWest mobile app** - designed the Travel Account feature (fee-free foreign spend), spend limit increase flows, child & teen accounts, and How To section; contributed to rebrand and design system evolution.
- **AA mobile app redesign** - expanded the design system, created complex components, and designed key journeys including homepage, account, vehicle info, breakdown reporting, and trip planning.
- **Imperial Brands B2B retail portal** - built visual design system, adapted white-label components, and delivered responsive UI across e-commerce journeys (sign-in, checkout, order history).
- **Core AI** - shaped UX and UI for an AI-driven marketing product from early concept; work featured in a demo showcased at Cannes 2025.
- Operated across the full design process: research, user flows, high-fidelity UI, client presentations, design QA, and dev handoff.

Art Director · The Trade Desk

2019 – 2021

- Led art direction across marketing, brand campaigns, event branding and video production for different regions within the global marketing team.
- Designed, developed and elevated sales materials, pitch decks, and event assets to support a fast-growing global ad-tech business.
- Collaborated with international teams to maintain a consistent visual identity across regions and channels.

Senior Digital Designer · Scoota

2015 – 2019

- Led creative strategy and execution for digital advertising campaigns across a broad client roster including Samsung, Meta, and Honda.
- Produced high-impact digital ad formats, rich media, and campaign assets at pace for multiple campaigns and briefs simultaneously.
- Worked closely with clients, account managers and development teams to deliver technically sound and creatively strong work.

Designer · Mobile Marketing Magazine

2012 – 2015

- Designed the quarterly print magazine from layout through to press-ready production.
- Led branding and visual design for a series of industry events and associated marketing materials.
- Gained a strong foundation in typography, editorial design, and brand identity.

Education

Bachelor's Degree in Digital Media

Griffith University, Australia

2011

Tools and skills

