# Nathan Hambling

Product Designer | Product Strategy, UX & Prototyping

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## Bio

Product designer with a founder's commercial background. For two and a half years I was the lead product designer at FinLegal, a legal tech SaaS company, designing across its claims platform and new products, and turning leadership concepts into working prototypes that stakeholders and investors could test before development began. Most recently I worked on MindMax, an AI-tutored exam prep app, on a six-week contract.

Alongside that, I built Papaya Studio from the ground up over 12 years: a Cornwall-based web studio working with over 70 clients across charity, SaaS, ecommerce, education and professional services. I've worked on every stage of a project, from scoping and research through strategy, design and development to launch, support and CRO, so I design with stakeholders, budgets and technical realities in view from the start.

AI runs through my whole workflow, from discovery and research to shaping ideas, prototyping and building, most of it in Claude Code. Trained as a graphic designer (First Class Honours), I'm now focused on product: contract and founding roles where I can take an idea from first concept to a working, tested product.

## Selected Product Work

### FinLegal

Lead product designer, retainer: Dec 2023 – Jun 2026

Lead product designer at a legal tech SaaS company building claims software for mass personal injury law firms, with external marketing support and website design and build. Worked closely with the CEO, product and project managers to take features through their whole lifecycle, from first concept and prototype to release and refinement.

- Led a ground-up redesign of the platform's visual language and information hierarchy so it held up in sales demos, and designed and built a new company website to match.
- Turned leadership concepts into interactive prototypes before development, so ideas were tested with stakeholders and refined or set aside before build.
- Designed new product features end to end, working out how each would function in the app with the product manager and developers.
- Designed a claimant re-engagement product from brief to demo-ready prototype for a September 2024 launch: guided outreach, an automated dialler, live call transcription and a firm-level dashboard.
- Supported rounds of investor conversations with pitch decks, new product concepts and prototypes, and shaped product strategy as the AI offering evolved.

### MindMax

Product designer, six-week contract: 2026

An AI-tutored exam prep app for real estate licensing. Weekly iterations with the founder, brand designer and developers across the learning experience and the onboarding funnel.

- Designed the home, syllabus, resources and flashcards, with a progress model that keeps content covered separate from exam readiness.
- Designed and built the web onboarding funnel in Zellify, writing custom React components where the builder fell short.
- Built a subscription card component with multiple states, used to A/B test paywall layouts and price framing.

### Tidemark

Founder and designer, own product: 2026 – in progress

A client-facing CRO product for agency retainers: goals, roadmap, discovery evidence and client reports in one place, with an MCP server so Claude can draft work that only goes out after approval. Designed and built in Next.js and Supabase.

## Selected Partnerships

### Cornwall Community Foundation

Strategic lead, website delivery, ongoing partner: 2023 – Present

Won a competitive pitch and led the full redesign for one of Cornwall's most significant grant-making charities, now retained as an ongoing strategic partner.

- Led stakeholder workshops, donor and applicant research and content strategy, then defined information architecture, user journeys and wireframes across an 80+ page site.
- Now leading a conversion roadmap based on GA4 analysis and qualitative insight, and invited to join the Foundation's Marketing Committee (pro bono).

### Caradon Stone

Strategic lead, website delivery, digital consultant, ongoing partner: 2023 – Present

Led a brand and e-commerce rebuild, with GA4 and GTM conversion tracking, that contributed to the client's strongest commercial year on record. Now leading content and positioning work and quarterly CRO sprints aligned to business objectives.

### BE Good, Falmouth University

Strategic lead, brand & website delivery, ongoing support: 2025 – Present

Led the relaunch of Falmouth University's internal advertising agency, repositioning it from student-led to faculty-backed through stakeholder, persona and needs-mapping workshops, then guided the brand and website through to launch.

### Student Showcase, UWE Bristol

Digital lead, UX, website delivery with agency partner: 2020

Digital and strategic lead on UWE Bristol's first online student showcase during COVID-19, from discovery with staff and students to a custom WordPress platform for student portfolios. The showcase has continued in subsequent years.

### Overhang Drinks

Brand, strategy and digital partner

Supported an FMCG startup from inception to national listings with Tesco, Waitrose and Sainsbury's, through multiple investment rounds, owning brand, packaging, website and social.

## Experience

### Papaya Studio

Founder & Strategic Director: 2014 – Present

Founded and ran a web studio for 70+ clients, covering every part of the business: winning and scoping the work, setting budgets and deliverables, hiring and leading the team, and taking projects from research and strategy through design and development to launch, support and CRO.

- Ran projects end to end: scoping, research, strategy, UX, design, development, launch, ongoing support and conversion optimisation (GA4, GTM, screen recording analysis).
- Led stakeholder workshops, pitches and proposals, turning client goals into clear scopes, deliverables and budgets.
- Hired and managed project managers and freelance designers and developers, scaling the team with demand, and coached a project manager with no web experience to running client comms within three months.
- Built the studio's project management system and SOPs in ClickUp, covering pipeline, scoping, resourcing, delivery and handover.
- Ran the commercial side: pricing, positioning and contracts, with long-term retainers for 20+ active clients, several since 2015. Every project won through inbound, referral or networking.
- Built AI into the whole studio workflow, from proposals and discovery to prototyping and delivery.

## Skills and Tools

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| Skills | Product strategy, product design, user research, wireframing, prototyping in code, CRO, web design, WordPress and Webflow development |
| Tools | Figma, Relume, Claude Code, Hotjar, Google Analytics, Userback, ClickUp, Git, Sanity, Next.js |

## Education

### Arts University Bournemouth

2010 – 2013

BA (Hons) Graphic Design, First Class Honours