

Elliot Canning

Design Lead with 6+ years of experience delivering impactful digital services through design thinking, service design, and UX/UI. Proven track record leading small teams across high stakes initiatives in enterprise and emerging tech environments, including BT, Beam, NatWest and TCS.

Adept at translating complex technical challenges such as automation, robotics, and data pipelines into scalable user-centred products. Confident facilitating across engineering, product, and business leadership to drive clarity, strategy, and delivery.

Following Beam's closure, I've spent a period working in landscape design, and am now seeking to return to digital product and service design within a mission-driven team delivering impactful solutions that better our environment.

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[Bristol, UK](#)

(References available upon request)

Skills

Service Design | Product Strategy | UX/UI Design | Design Thinking | Agile Delivery | Stakeholder Facilitation | Automation & Robotics Contexts | Data-informed Design | Systems Mapping | Figma

Education

BSc (Hon) - Product Design

2013 - 2017

University of Brighton, England, United Kingdom

Diploma - Construction and the Built Environment

2011 - 2013

Bath College, England, United Kingdom

Accomplishments

Service Maturity & Automation - Beam

Created a service maturity framework to assess workflows across robotics, machine learning and data engineering teams, identifying automation opportunities and delivery risks.

February 2025

Launched BT's global "Operator Connect" platform: Led discovery and design for a flagship BT Global enquiry web service, empowering BT's position as an industry leader in Microsoft cloud solutions.

February 2022

Delivered end-to-end mobile product for NatWest-backed startup:

Delivered iOS and Android app design in 8 weeks, reaching 1K+ downloads and 80+ App Store reviews averaging 4/5 stars.

April 2020

Experience

Landscape Design

May 2025 - Current

Designing and managing residential landscape projects, working with clients to shape ideas into practical outdoor spaces.

Beam

Lead UX & Service Designer

Jun 2024 - May 2025 · (11 mos) - Bristol, UK

Sole design lead for an offshore wind technology company pioneering automation through robotics, machine learning, and data engineering. Led discovery and mapping of internal data services, exposing high-risk bottlenecks and critical failure points that informed a new data mesh architecture and product opportunities. Contributed to the definition of scalable operational models designed to reduce delivery costs and enable lower-margin commercial opportunities. This strategic groundwork positioned the business for long-term service efficiency and commercial growth prior to its closure.

Service design | UX/UI | Design thinking | Automation | Emerging tech | Robotics | Data engineering | Recruitment | Agile delivery

Travel

Sep 2022 - Jan 2024 · (1 yr 5 mos)

Self-supported cycling trip from Tajikistan to Nepal.

BT

Design Lead & Product Designer - Consultant - (UX/UI)

Mar 2020 - Aug 2022 · (2 yrs 6 mos) - London, UK

Led discovery and design for a flagship BT Global product, facilitating workshops to define, prioritise and validate features against customer and business goals. Managed a small design team in an Agile environment, using build-measure-learn cycles to support delivery, digitise systems and maintain a customer-focused product direction.

Researched employee needs across BT digital services and designed a responsive web app, learning hub and onboarding experience.

Product strategy | stakeholder management | performance metrics | Recruitment | nurturing talent | tracking performance

Tata Consultancy Services

Product Designer

Oct 2018 - Mar 2020 · (1 yr 6 mos) - London, UK

Creating UI/UX, service design and film outputs for TCS design consultancy working in industries such as finance, health care, automotive, telecoms and more.

UI/UX | Pitching/presenting concepts | Service design | Film