



Hi, I'm Phil Penny.

I am a **digital growth specialist** with two decades of experience. I lead business transformation through rapid, strategic innovation, data-driven and user-centred design practice, and responsible, cyber-secure software management.

Senior digital lead in UX, design and development.

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Employment history

Design & Development Lead

Aura Life (February 2024–December 2025)

As Design & Development Lead at Aura, I have led a pivotal digital restructuring that included rebuilding the company website on WordPress to replace an obsolete CMS. Simultaneously, I executed a full corporate rebrand and built an internal development department, allowing the business to cut ties with external agencies and regain control over its technical roadmap.

Senior Web & App Development Manager

Helping Hands Home Care (April 2020–January 2024)

Managed end-to-end website operations (design, development, CRO, QA), resulting in a 35% conversion rate increase (£3M revenue). Developed a 3-year digital roadmap, leading the internalization of skills (saving £60k/year) and rolling out a new design system that delivered an additional 80%+ conversion lift.

Head of Design & Development

Blend Commerce (2018–2020)

Leading the design and build of e-commerce stores for a Shopify agency. Responsibilities include full project management, custom theme development, staff mentoring, and implementing best practices and development techniques in preparation for growth.

Freelance Design & Development

Self-employed (2004–present)

To enhance my career development I began freelancing part-time while studying. Working for local businesses, I provided complete company branding, website builds and hosting. This developed not only my design and development skills but also client handling. I also worked as a freelancer for several design agencies (remotely and in-house) as a front-end developer and application designer.

Senior UX/UI Designer

Didlr (2012–2014)

Led UX for the high-growth social network Didlr, achieving 250,000+ users rapidly. Managed design parity across iOS, Android, Windows Phone, and web. Drove measurable progress through agile sprints, handling efficient OS updates and gaining deep insight into user behavior.

Head of Design

Wapple.net (2011–2015)

Design and build of numerous mobile websites for global blue-chip clients along the way (Pantene, Olay, EASports). I advised the team on design standards and undertook client training (including a week in Chicago training Unilever in the art of mobile design). Led the transition to responsive web design and native app design, and provided wireframing high-fidelity design for all mobile platforms, including Windows 8 and Xbox One. I had key involvement in projects from initial stakeholder meetings right through to launch.

Education

Google Analytics Certification

Google Skillshop (July 2023)

Understand end-to-end setup of GA4 and how it differs from universal analytics, including integrations with Google Tag Manager, Google Optimize, Google Ads, and BigQuery.

MA Creative App Development

Falmouth University (Jan 2017–Dec 2018)

Completed course to expand expertise in back-end services (Python, Kivy) and new front-end technologies (PWA, AR, modern JS frameworks). Managed group projects using Agile methodologies.

BA(Hons) Open Degree

Open University (Aug 2010–Jun 2012)

Top up of Bournemouth credits. Modules included: Databases within website design, and Innovation: designing for a sustainable future.

Cert. of H.E. in Comp. Visualisation & Animation

Bournemouth University (Aug 2004–Jun 2007)

Modules included: Computer Animation, Principles of Computer Systems, O.S Techniques, Programming, and Cinematography.

Other education

Art & Design BTEC, C&G Life Drawing, 4 A levels, 10 GCSEs

Side projects

Ruff guide

Pricing estimator for vets.

React + Tailwind

<https://ruffguide.info>

Clockish

The time, in human readable format.

VanillaJS + MonkeyC

<https://clockish.co.uk>

Nanwatch

Helps families care for their loved ones.

Python + Django

Coming soon...

Classic

Manage your vehicle condition and rebuild.

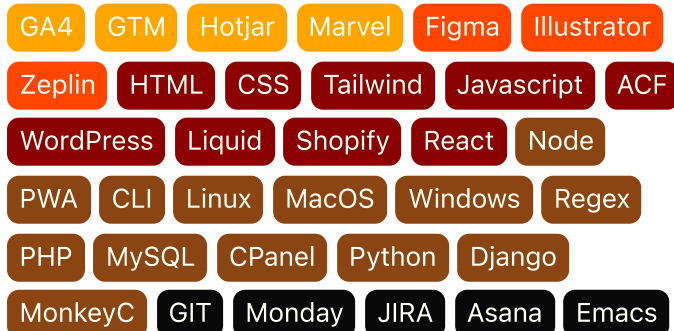
Rust + React

Coming soon...

Methods

Experienced leader across the entire SDLC, with the hands-on skills to build UX/Dev functions from scratch (wireframing, high-fidelity design, front/back-end understanding). Adaptable to Agile/Waterfall methodologies and effectively bridges design and development. Thrives under pressure, managing multiple projects and tight deadlines.

Technical skills



Soft skills

- Growth mindset
- Inter-disciplinary communication
- Problem-solving
- Process refinement
- Leadership and mentoring
- Strategic leadership
- Project management
- Stakeholder management

About

I am very active and love surfing, football, running and cycling ([former world record holder](#)). I also enjoy restoring and building things, such as [classic cars](#) and surfboards. I am committed to a constant path of self-improvement.