

Antony Conboy

Lead Product Designer at Cisco, previously Barclays, Barclaycard, BBC, Spring Studios, Vogue and Wired.

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EXPERIENCE

Cisco

Jan 2018 – Present · London

Lead UX Designer, dCloud Sales Org

- Design authority for Cisco's entire Sales Org — 5 enterprise products (Topology Builder, Expo, dCloud, Document Hub, Sales Org UI Kit) reaching 100,000+ sales engineers and 300,000+ Cisco partner companies worldwide. Own product strategy and UX direction end-to-end; present and demo the products directly to VP, SVP and C-level leadership.
- The design reference point across the Sales Org — run cross-functional design critiques with PMs, engineers, and front/back-end developers; interviewed design candidates for the AEM project; mentored three students through live project work.
- Designed Topology Builder — the primary interface for all dCloud demo activity, serving 70,000+ unique users a year and 180,000+ sessions per quarter. Replaced physical lab hardware (\$10,000–\$50,000 per build, 20–80 hours of engineering time) with 15-minute on-demand virtual environments. Flagship product at Cisco Impact, Las Vegas, and part of the Cisco 360 Partner Programme.
- Designed Expo — a 0→1 self-service event platform that replaced manual link distribution across Cisco's global events programme. Adopted by 2,000+ Sales Engineers and event organisers, running 10,000+ events worldwide, and rolled out to 300,000+ Cisco partner companies through the Cisco 360 Partner Programme.
- Built the Sales Org UI Kit — a modular design system adopted across dCloud, Topology Builder, Expo, and rolling into AEM for public-facing Cisco.com pages. Reduced design-to-development time by 30%.
- Designed and shipped Document Hub in 3 months — built in production code — replacing a GitHub-and-markdown workflow for 10 technical writers and cutting guide creation time by 50%.

Made Within Ltd

Jun 2017 – Present · London

Founder — Design Education & Consulting

- Founded Made Within Ltd — a design education and consulting company. Built a YouTube channel (40K+ subscribers, 1M+ views) covering product design, UX careers, and AI-assisted design, and created the UX/Product Design course on CourseCareers, training 1,000+ students entering the industry.

Barclays Group

Sept 2014 – Jun 2017 · London

Lead UX Designer

- Led the 300+ page responsive redesign of barclays.co.uk (130M+ annual visits) — owning UX, information architecture, component design and stakeholder workshops. Navigation success rate proved by tree testing: 52% → 72%.
- Created the Barclays Design Language and co-founded the Barclays Design Council — a responsive UI kit and governance model that cut delivery time by 50%, unified the design estate across barclays.co.uk, Premier Banking and Business Banking, and continued operating after my tenure.
- Led a cross-functional team of 10 to deliver 10+ bespoke financial tools on time; stepped into the project manager role mid-programme — earning a PRINCE2 Practitioner certification — to prevent a delivery stall.
- Ran in-depth research with 20+ customers to surface behavioural insights around credit card usage, translating findings into journey improvements on the Barclaycard App.
- Returned to extend the Barclays Design Language to Premier Banking and Business Banking and led the migration of barclays.co.uk to Adobe Experience Manager (AEM), creating an internal design site and component package used by designers across the organisation.

Spring Studios

Apr 2013 – Mar 2014 · London

Senior Designer

- Designed end-to-end e-commerce platforms for Max Mara, Marina Rinaldi and Canali — luxury fashion brands with complex product catalogues and global audiences — balancing editorial art direction with conversion-focused UX.

BBC

Aug 2012 – Apr 2013 · Manchester

Senior UX Designer

- Contributed UX and interaction design to the BBC Homepage — bbc.co.uk, one of the UK's most visited pages with 5 billion annual visits — owning discovery workshops, usability testing and accessibility-led design across the core user journeys of the UK's primary digital front door.

- Founded the BBC Design Council — the first cross-discipline design forum across BBC Sport, News, iPlayer and the Homepage, bringing 10+ designers together weekly to align on standards and reduce duplication across the BBC's largest digital products. The Council continued operating after my tenure.

Vogue (Condé Nast)

Aug 2011 – Aug 2012 · London

Senior Designer

- Brought in as the only designer in the UK with native iPad magazine experience — led creative direction for a team of 5 specialists (interaction, motion, layout and gesture) and contributed to interviewing and recruiting for the team. Created Vogue's first iPad edition, the UK's first native fashion magazine app. Trained the team on Adobe Digital Publishing Suite and collaborated directly with the Creative Director and Condé Nast leadership. Winner, Best Fashion Magazine, DMA Digital Magazine Awards 2011.

Wired (Condé Nast)

Aug 2010 – Jul 2011 · London

Digital Application Designer

- Co-designed the UK's first native iPad magazine — Wired's first digital edition — building at the frontier of a medium with no conventions: gesture navigation, animated covers, interactive infographics, embedded video and motion design throughout. Winner, Best Overall Digital Magazine & Best Technology Magazine, DMA Digital Magazine Awards 2011.
- Co-developed the Adobe Digital Publishing Suite as one of only a handful of teams using it globally, providing direct product feedback to Adobe, and worked with Apple to secure placement on the App Store homepage at launch.

EDUCATION, AWARDS & CERTIFICATIONS

- BA (Hons) Graphic Design, 1st Class — University of Salford (2007–2010) · Art Foundation, Distinction — Carmel College · Best in Show, Salford Graduate Showcase 2010
- DMA Digital Magazine Awards 2011: Winner, Best Overall Digital Magazine & Best Technology Magazine (Wired); Winner, Best Fashion Magazine (Vogue); Finalist, Designer of the Year
- Hall of Fame, Carmel College (2021) — outstanding contributions to the design industry · PRINCE2 Practitioner