



# Drew Tavernier

## Principal Product Designer

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## Hello

I'm Drew, a Principal Product Designer specialising in AI-enabled workflows, service design and product strategy.

I've worked across major UK retail, ecommerce and financial services organisations including Dunelm, Next, Aviva and Marks & Spencer, designing customer-facing journeys, colleague tools, internal systems and operational workflows.

My current focus is practical AI and service design: turning unclear workflow, content and decision-making problems into useful systems that reduce manual effort and improve customer or colleague experiences.

## Experience

### Dunelm

Principal Product Designer • Sep 2016 – Present

Progressed from Lead Designer to Principal Product Designer, working across Dunelm's most complex ecommerce journeys, stores and colleague systems. Earlier work included made-to-measure, basket and checkout, PDP and store finder journeys. Currently lead a team of 6 Product Designers across dunelm.com and internal systems.

- Led AI-first customer research, partnering with a Principal User Researcher to explore how customers use LLMs in retail journeys and identify opportunities across GEO, MCPs, AI-powered chat and agentic commerce.
- Leading the strategic customer journey mapping programme across dunelm.com, combining fluid personas, Contentsquare and GA analytics to identify high-priority journeys, surface experience friction and create recommendations that inform 2027 roadmap planning, bug fixes and experimentation priorities.
- Created Dunelm's Product Design Framework, covering design process, core skills and a reusable toolkit to make product design more transparent, consistent and easier for stakeholders to engage with.
- Developed an internal AI proof of concept that transformed poor third-party supplier descriptions into brand-aligned product copy, processing 1,000 descriptions in around four minutes versus manual output of 60-100 per day; outputs were judged close to human-copywriter standard.
- Recognised as an internal AI SME following the proof of concept and invited onto the systemisation working group for enterprise AI partner selection, contributing to vendor evaluation across AWS, Google and Microsoft.
- Scaled the Product Design team from 3 to 10 designers, leading all hires and creating interview, onboarding and post-hire support materials. The team has maintained a 95% retention rate.

## Core Strengths

- Product design strategy
- AI-enabled workflow design
- Service design
- UX research
- Journey mapping
- Design operations
- Prototyping
- Automation
- Stakeholder influence
- Design systems

## Tools &

### Technical Literacy

- Figma
- Creative Suite
- Cursor
- Make.com
- Lucid / Miro
- HTML, CSS & JavaScript

## Education

### Falmouth University

BA (Hons), Graphic Information Design

### ESTU Global

CGA designation and CMI Level 6 in Professional Management & Leadership, Service Design major  
- In Progress

## Outside Work

Scuba diving, gym training, Wing Chun and hiking. I like things that need patience, discipline and the occasional reminder that confidence is not the same as competence.



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### HueyLabs

Founder / AI Workflow Consultant • 2026 – Present

New AI consultancy focused on designing proof-of-concept workflows for content, research and operational automation.

- Produced an AI content-generation proof of concept for a travel experience studio, working with a senior consumer experience leader to reduce first-run copywriting and research effort.
- Built an agentic content workflow that converted existing site HTML into a structured knowledge base, enriched destination content with travel and location context, and generated copy in a copywriter-defined tone of voice.
- Designed the workflow to give copywriters a reviewable first draft rather than a finished replacement, targeting a 90% reduction in first-run writing time while keeping human review in the process.

### Zen Mountain

Founder / Product Designer • 2020 – Present

Founder of Zen Mountain, a meditation and focus content brand where I design, build and test AI-enabled production workflows.

- Built WhizVid, a web app that creates meditation videos with voiceover, music and video compilation, reducing production from 2 hours to around 15 minutes and producing 200+ Zen Mountain videos.
- Built a Deep Work Sessions web app that generates Pomodoro/countdown videos from variable templates, with render queue, scheduling and direct YouTube upload. Reduced manual creation from 30 minutes to seconds and cut render time by 65%.

### Ultimate Adventures

Founder / Race Director • 2012 – 2017

Co-founded and ran Ultimate Adventures while working full time. My business partner led logistics; I owned brand, marketing, UX, course and obstacle design, customer experience, risk assessment and digital/social growth.

- Built our main race brand, The Suffering, into an award-winning obstacle race series that ran 15 events and saw 35,000+ runners cross the finish line.
- Used behavioural design principles across the sales journey, including social proof, loss aversion, framing and limited-duration pricing, to support ticket sales and event capacity management.

### Earlier Experience



#### UX Architect

Aviva - Contract  
Jun 2015 - Sep 2016



#### Senior UX Designer

Next - Contract  
Jun 2014 - May 2015



#### UX Lead Designer

Dunelm - Contract  
Jul 2013 - Jun 2014



#### UX Director

Style Compare  
Nov 2011 - Jun 2014



#### UX Consultant

eFinancialCareers - Contract  
Mar 2013 - Jul 2013



#### Senior UX Designer

Marks & Spencer - Contract  
Jan 2013 - Mar 2013



#### Senior Information Architect

AKQA - Contract  
Oct 2012 - Jan 2013



#### Senior Interaction Designer

Thomas Cook - Contract  
Apr 2011 - Nov 2011



#### UX Team Lead

Next  
Jul 2007 - Apr 2011



#### Designer / Web Developer

Outlook Audio Visual  
Aug 2005 - Jul 2007