



FRASER WILLOX

PRODUCT ENGINEERING & DESIGN LEAD
PRODUCT STRATEGY | DELIVERY LEADERSHIP

CONTACT

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LEADERSHIP

- Product Strategy
- Stakeholder Leadership
- Team Leadership
- Roadmaps & Delivery
- Hiring & Mentoring

PRODUCT

- Product Discovery
- Requirements & Scope
- UX & Prototyping
- Service Design
- Accessibility

ENGINEERING

- React / Next.js
- TypeScript
- Figma
- Design Systems
- Docker
- Jira / Miro



PROFILE

Product Engineering & Design Lead with 10+ years' experience shaping complex digital products from discovery and requirements through design, engineering and delivery. Combines hands-on frontend expertise with UX, service design and delivery leadership, translating business and user needs into accessible products, prototypes and multi-year roadmaps. Leads cross-functional teams, mentors engineers and partners with senior stakeholders across government, financial services and AI.



WORK EXPERIENCE

Director & Product Lead

2014 - PRESENT

Dream Tech Ltd

- Lead client engagements across product discovery, UX/design, engineering and delivery, translating business needs into practical product solutions.
- Take products from requirements and Figma prototypes through development, testing and launch, bridging design and engineering throughout.
- Work with senior stakeholders to shape roadmaps, priorities, milestones and delivery plans, balancing immediate needs with future iterations.

Lead UX Engineer & Service Designer

2025 - PRESENT

The Scottish Government | Contract

- Led discovery and requirements definition for Scotland's new EPC services, translating policy and user needs into Figma prototypes and delivery requirements.
- Created a multi-year delivery roadmap with milestones and dependencies, giving senior stakeholders clear visibility of delivery and product lifecycle.
- Managed delivery across evolving policy dependencies, keeping technical work, milestones and stakeholder expectations aligned toward launch.
- Designed and built two frontend services covering public-facing journeys and internal operational tooling.
- Created a reusable Scottish Government frontend foundation, integrating the Design System, unit/accessibility testing and Docker deployment patterns.
- Mentored engineers on frontend, accessibility and delivery best practices, strengthening technical standards across the team.



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HIGHLIGHTS

- End-to-End Product Lead
- Company Frontend Lead
- 6-Person Team Lead
- Multi-Year Roadmaps
- AI Explainability
- Design Systems

SECTORS

- Gov & Public Sector
- Financial Services
- AI / Defence
- Digital Products

VENTURE

Gym Progress

Fitness product taken from discovery and design through engineering and launch preparation

- Founder & Product Lead
- Discovery to Delivery
- Launch Preparation



WORK EXPERIENCE

Senior Frontend Developer

2021 - 2024

Mind Foundry, an Oxford University spinout | Perm Role

- Company-wide frontend lead and sole dedicated frontend engineer, owning architecture, UI/UX, Figma prototyping and implementation across commercial and public-sector AI projects.
- Led frontend delivery for geospatial insurance, data/entity analysis and UK defence programmes, translating complex AI models into clear, explainable user interfaces.
- Led the move from Bootstrap to Material UI, establishing a branded component library and consistent frontend approach across the organisation.
- Co-developed a reusable React/TypeScript project foundation with the Principal Engineer, incorporating shared components, engineering best practices and deployment configuration to accelerate new projects.

Senior UI Developer

2019 - 2020

RBS / Tata Consultancy Services | Contract

- Established and led frontend engineering for an internal GDPR incident-management platform, owning React/TypeScript delivery, UI design and accessibility.
- Built an RBS-branded Bootstrap component library, creating reusable UI patterns and driving the product to AA accessibility standards.
- Built and led a six-person frontend capability, retraining backend engineers into frontend/full-stack roles, conducting code reviews and supporting recruitment.

Senior Developer

2017 - 2019

Royal London | Contract

Lead Developer

2015 - 2016

Aberdeen Asset Management / CDS | Contract

UI Developer

2014 - 2015

Scottish Government / CGI | Contract