

Frederick Vincent

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Summary

Founding designer and creative director with 12+ years of experience. I take products from zero to launch, then help them scale. Most recently co-founder at Kaizen, where I owned brand, product UX, and the design system. The work I do best is creative direction at the point where a brief exists but the answer doesn't yet. I gravitate toward teams trying to avoid the obvious version of their product.

Experience

Kaizen Co-founder & Founding Designer Berlin November 2022 to April 2026

Co-founded Kaizen, a marathon training app that grew from 0 to 30,000+ downloads. I owned brand, product UX, the design system, copy, and creative direction across the full experience.

- Grew Kaizen from 0 to 10,000 downloads in year one on €0 marketing spend, mostly through a Strava community growth hack.
- Rebuilt onboarding as a guided first run rather than a setup checklist. This changed how we thought about notifications, defaults, and retention.
- Redesigned the feed and dashboard so users could move through their training timeline instead of seeing a fixed day-by-day view. Trial-to-paid conversion went up 10.9%, and the work seeded our training systems product.
- Built and maintained the design system across iOS and Android, including editorial voice and copy guidelines.
- Ran user research, customer support, and analytics review as part of the design feedback loop.
- Worked with cofounders on product strategy, prioritisation, and pricing experiments.

Tools: Figma, Storybook, Notion, ClickUp, PostHog, RevenueCat, Firebase, Adobe CC.

SuitePad Freelance Product Designer Berlin 2024

Designed the on-device AI experience for SuitePad's in-room hotel tablets. Took it from early concept through to production patterns shipped on device.

- Defined how the AI sounded and looked in guest-facing flows.
- Worked closely with product and engineering on prototyping, prompt design, and the handoff between the AI and human staff.

Gastfreund GmbH Product Design Lead (B2B) Berlin 2019 to October 2022

Led product design across a seven-product B2B suite for the hotel industry, working with a 40-person engineering and product team.

- Rebranded and redesigned the legacy product family (dashboards, CMS, web editors, media library) and built the design system across all seven products.
- Led research with hotels using remote feedback, prototype testing, and diary studies. Ran weekly design sprints so research findings landed in delivery.
- Partnered with PMs and engineers on user stories, sprint refinement, and QA so design stayed close to delivery.

Selected Freelance & Earlier Roles

Make.garden Researcher (Covid project) March 2020 to January 2022

Conducted field studies on artists' needs for creative environments, online and offline. Bootstrapped a software product, sold it to UK universities, co-authored an academic paper.

Apps for Good Product Designer & Strategist March 2018 to January 2019

Improved data collection and student/teacher engagement on the learning platform. Designed and tested alternative landing pages to validate new propositions, then tracked their performance against the existing experience.

Infarm Product Designer 2018

Worked with the Head of Product on a mobile-first UI for internal unit-analysis software used by Infarm staff to monitor produce health.

AJ & Smart **Product Designer** Berlin 2017

Guest designer with the design sprint team. Worked on consumer projects including the E-On energy supplier rollout, running and recording sprint findings for client teams.

A Door For **Founder** 2012 to 2015

Founded and ran an Airbnb for interim and creative use of space. Built and led product, brand, and a small operations team from concept to a working London-based marketplace.

Freelance **Location Scout** 2008 to 2013

Scouted feature film and commercial locations across the UK, working with directors and production to find spaces matching their brief. Handled negotiations, permits, and on-set logistics prep. Feature highlights included Philomena and Danny Boyle films. Commercial work for Google, Burberry, and a range of independent film.

Writing

Studio Vincent studiovincent.substack.com

Writing about creative direction, product work, and the studio.

Skills

Product design, creative direction, design systems, brand identity, user research, prototyping, copy and editorial voice, prioritisation, cross-functional collaboration with engineering and product teams.

Tools: Figma, Storybook, Sketch, Adobe CC, Notion, ClickUp, Jira, Miro, PostHog, Firebase.

Code: HTML, CSS, JavaScript, AI vibe coding.

Education & Credentials

- Arts University Bournemouth, BA Hons, Fine Arts (2:1), 2004 to 2007
- General Assembly, Front End Web Development, 2014 to 2015
- UX Fika, Advanced UX Course, 2015
- School for Creative Startups, Innovative Business Course, 2013 to 2014
- German B2 (Business level)
- Royal Society of Arts Fellow, 2021 to present