

Laurence Knutsen

Product Designer

For over 15 years I've been collaborating on the design (UX/UI) and front-end development of effective, accessible, user-centred, award-winning, B2B and B2C SaaS solutions, in the Public and Private sectors, that bring about meaningful, impactful change and outcomes.

Maldaba

Lead designer & front-end developer

November 2015 – May 2025

- Led the design (UX/UI) and front-end build on B2C and B2B SaaS projects with NHS funding of nearly £2 million, including the multi-award winning Hear Me Now App.
- Collaborated with stakeholders, healthcare professionals and patients to identify user needs and goals, adhering to a user-centred design approach.
- Pathways To Care, a ‘single version of the truth’ hospital discharge to assess system, created as a co-design with five UK Local Authorities, provided savings of over £400k for North Lincolnshire Council.
- Hear Me Now reduced the completion time of the Annual Health Check Questionnaire by 50%, reduced service utilisation at Humber Teaching NHS Foundation Trust by 30%, and led to a £55k annual saving for Hft, a learning disability charity.
- Collaborated with the University Hospitals Sussex NHS Foundation Trust to design and re-build a new 100% responsive version of KnowledgeShare, used by over 150 NHS library and knowledge services throughout the UK.
- Responsible for all production HTML and CSS, working with the development team in an agile sprint based environment.

Freelance

Designer & front-end developer

Present, November 2014 – October 2015

- Experimenting with AI using Cursor and Claude. Collaborated with stakeholders from Sazani Associates to design and build websites for their not-for-profit organisation and Cornerstone Consulting to re-build their website and corporate brand.

Wolters Kluwer UK

Lead designer & front-end developer

June 2008 – October 2014

- Collaborated with key business stakeholders on the design (UX/UI) and front-end development of market leading B2B and B2C SaaS Tax and Legal & Regulatory products, and their associated marketing, for Wolters Kluwer UK, part of a global publisher with revenues in excess of €3.5 billion (2014).
- Initiated the transition to using UX as part of the design process in the UK, particularly user-centred design, adhering to GOV.UK Government Design Principles.
- Initiated the transition of all products and services to use responsive design to accommodate the increasing needs of mobile users, and HTML5 to better accommodate accessibility requirements.
- Defined and provided stewardship of UK online branding guidelines as part of a three year global re-branding project.
- Awarded ‘Agile Brave Clear’ and ‘Most Outstanding Colleague’ awards for recognition of my work.

Wolters Kluwer UK

Designer & 2nd line support

November 2005 – June 2008

- Designed HTML and CSS templates for portal sites and email campaigns in conjunction with technical editors.
- 2nd line support following the takeover of a major market competitor, working off-site, adapting to the use of new tools and processes during a prolonged transitional period.

Contact

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[LinkedIn Profile](#)

Specialist in

Co-production, User experience design, User-centred design, User journeys, User flows, Wireframing, Prototyping, Interface design, Front-end development, Responsive design, Accessibility, B2B & B2C SaaS, Sprint planning, Agile development, QA

Technical skills

Figma, Sketch, InVision, Marvel, Affinity suite, Adobe suite, HTML, CSS, jQuery, JavaScript, WordPress, Craft, Kirby, Version control

Qualifications

BSc (Hons) Computer Studies, The Nottingham Trent University

Interests

The outdoors, travel, camping, walking, cycling, photography, architecture & design, film, TV, music, some sports, PC gaming

References available on request

