CURRICULUM VITAE

# Suleiman “Sul” Leadbitter

LEAD UX INTERACTION DESIGNER · ACCESSIBILITY & DESIGN SYSTEMS

United Kingdom work@sulei.uk 07545 619477

linkedin.com/in/suleimanleadbitter resume.sulei.uk

resume.sulei.uk · sulei-resume.pdf

## 01 PROFILE

### Senior full-stack designer who ships the craft he practises.

I am a senior full-stack designer with a wealth of experience in UX and UI design, alongside development knowledge and a track record of creating scalable design systems. Experienced working alongside and leading teams, mentoring, and following Sprints in an Agile/Scrum environment — most of it in the public sector, where the people who need the service most are the people the design has to work hardest for.

## 02 EXPERIENCE

### A decade of designing services and products.

| PERIOD | ROLE & ORGANISATION | WHAT I DID |
|---|---|---|
| Jul 2023 — Present | **Lead UX Designer**<br>Money and Pensions Service · moneyhelper.org.uk | Led UX design for the Pension Wise appointment service, achieving a 100% Service Standard Beta Assessment pass. Worked with the GDS GOV.UK Design System to ensure accessibility and user-centred design; collaborated with user researchers on extensive usability testing; currently designing intuitive debt advice tools. |
| Sep 2022 — Feb 2023 | **Lead Product Designer**<br>GoTestify · gotestify.com | Worked in SCRUM and Agile with a full team as the Lead Product Designer — creating user stories and working with the Product Owner and QA to design and iterate new features of the platform. |

| PERIOD | ROLE & ORGANISATION | WHAT I DID |
|---|---|---|
| Jan — Aug 2022 | **Senior UX/UI Designer & Team Leader**<br>Verse · verse.co.uk | User-experience and visual UI designer for client projects — liaising with clients, running UX workshops and creating UX reports — and team leader for the design cohort. |
| Aug 2019 — Jan 2022 | **UX/UI Designer & Consultant**<br>Hive Learning · hivelearning.com | Software product design working in an Agile team as the lead UX and UI designer, specialising in accessibility alongside design. |
| Aug 2017 — Jan 2022 | **Contractor UX/UI Designer & Consultant**<br>Suljam · suljam.com | Various clients — including the NHS — as a limited company, delivering senior UX and UI software product design and agency training. |
| Jun — Sep 2021 | **UX/UI Designer & design-system creator**<br>EnglishScore · englishscore.com | UX and UI designer for the internal CMS, plus brand illustrations for the application — including the design-system work behind it. |

## 03 SPECIALISMS

### Four specialisms, no filler.

| NO. | SPECIALISM | WHAT THAT MEANS IN PRACTICE |
|---|---|---|
| 01 | **Accessibility & inclusive design** | WCAG 2.2 AA as a baseline, not a ceiling — audits, prototypes and the judgement to know what matters. |
| 02 | **Design systems** | Tokens, components, documentation and governance that survive contact with a real product roadmap. |
| 03 | **Interaction design** | Flows, states, errors and edge cases — the 90% of a product that ships after the happy path is drawn. |
| 04 | **Product engineering** | I build what I design — HTML, CSS, JavaScript, React, Vue and Nuxt. Range you can verify, not claim. |

## 04 TOOLKITS & METHODS

### A simple breakdown.

| TOOLKIT | TOOLS & METHODS |
|---|---|
| Visual | Figma · Penpot · HTML · pen and paper |
| Interaction | Figma · HTML · CSS · JavaScript · React JS · Vue JS |
| Planning | Miro · Figma · iPad + Pencil · Agile project methodology |
| Research | User research · heat maps · analytics · user stories · questionnaires |

05 SELECTED CLIENTS

## Organisations I've worked with.

| | | |
|---|---|---|
| NHS | British Council | Pixar |
| The Scottish Government | Hive Learning | Greene King |
| JNCC | Blenheim Chalcot | Made.com |
| Scottish Natural Heritage | Marvel | Ideal World |
| Nature Scot | Disney | Create & Craft |

Among other great companies and teams — client marks and names reproduced from my own CV.

06 TESTIMONIALS

## What colleagues say.

"*I had the pleasure of working with Sul on a high profile project at The Money and Pensions Service and found him to be an exceptional UX Designer. His ability to understand the user needs emerging from research and translate them into intuitive, engaging designs was impressive. His skills, creativity and dedication would undoubtedly be a valuable asset to any team.*"

**ROB WHITING** — LEAD UX RESEARCHER, MONEY AND PENSIONS SERVICE

"*I really enjoyed working with Sul — highly intelligent and very personable, with loads of knowledge about principles of good user experience. Really strong on accessibility. The team liked working with him and the clients did too.*"

**MIKE BONSALL** — FOUNDER, NOVASCAPE

"*Sul was an asset to the company during his time here. He had great energy and was a fantastic team player. I worked with him as a Product Owner and really enjoyed our time together.*"

**ADRIAN CAMPBELL** — CO-FOUNDER, GOTESTIFY

"*Always a pleasure to work with Suleiman. Each time we meet up or work on projects together he is always at the leading edge of the latest design and UX thinking — great to have such fresh and inspiring skills to call upon when needed.*"

**JON PARSONS** — TECHNICAL DELIVERY MANAGER, JNCC

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