Hugo Spilker

Senior Product Designer · AI Products · Interface Design · Prototyping in Code

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Profile

Senior Product Designer at The Telegraph with four years designing digital products and a background in graphic design. I take products from research to polished, production-ready UI, with a sharp eye for typography, layout and interaction detail.

I design across the whole product, from the app and website to editorial special projects, and use AI tools to prototype, design, test and iterate faster. Last year I designed the Telegraph's first customer-facing AI product, the Travel Expert.

Skills

- **AI & prototyping:** AI product design · Conversational UX · Prototyping in code · Design to code · AI-assisted design workflows
- **Interface & visual design:** UI design · Interaction design · Micro-interactions · Responsive and mobile-first design · Design systems · Design QA
- **Research & strategy:** User interviews · Moderated and unmoderated testing · Competitor analysis · User journeys · Information architecture
- **Ways of working:** Agile · Stakeholder management · Design documentation · Cross-functional collaboration
- **Tools:** Figma · Figma Make · Claude Code · Cursor · Lovable · NotebookLM · UserZoom

Experience

The Telegraph, London · May 2023 – Present

Senior Product Designer · April 2026 – Present

- Own end-to-end product design across the Telegraph app, website and editorial special projects.
- Redesigned & improved the app's search experience, prototyping it in code, doubling traffic to search and lifting onward journeys to articles, the project's key success metric.
- Designed the Telegraph's 2026 World Cup assets, including the World Cup Predictor, one of the site's highest-performing article pages of the year.

Midweight Product Designer · April 2024 – April 2026

- Designed the Telegraph's first customer-facing AI product: a Travel Expert that helped readers plan holidays, blending conversational AI with editorial authority.

- Led design of the company's first in-house acquisition and retention CMS, centralising all digital asset management in one platform and cutting asset management time by 40%. Built a library of 25+ reusable components and styles for the CMS so the tool could scale.
- Designed and maintained components and effects in the Telegraph design system, keeping UI consistent across app and web.
- Ran moderated research and usability sessions with Telegraph readers, turning feedback into refined product concepts.
- Took multiple projects from discovery to delivery with engineers, product managers and executives, balancing user needs, business goals and technical feasibility.

Product Designer · May 2023 – April 2024

- Redesigned subscriber retention journeys, including online cancellation and subscriber roll-off, improving churn by 5%.
- Ran 24 unmoderated research studies with 700+ users and fed the findings directly into design decisions.

Freelance Designer · October 2022 – April 2023

- Designed a new website for College Dental Surgeries, as well as completing various projects in the music industry.

WeLaunch · Junior Graphic Designer · January 2022 – September 2022

- Worked on 10+ branding and editorial projects for clients including British Fencing, CLS Group and Worktual.
- Delivered 25+ design assets across print and digital.

Education

- **Experience Haus, London:** Product Design Certificate (UX & UI) · April 2023 – July 2023
- **The UX Design Institute, online:** UI Design Certificate · November 2022 – February 2023
- **Shillington, London:** Graphic Design Certificate · September 2021 – December 2021