Ib Warnerbring

Senior Designer & Product Builder /// ibw@hey.com /// +44 7455 077 218 /// Portfolio: warnerbring.xyz

Product designer, startup founder, design team lead, 0→1 builder and 1→10 refiner across AI, web3 and B2C. Expert in crafting world-class UIs, design systems, consumer apps and intuitive user experiences.

Design
UI/UX, Design Systems, Figma, AI, Prototypes, Research

Engineering
Ruby On Rails, SASS/HAML, Tech Strategies, Rapid Prototyping

Leadership
Team Building/Hiring, Startup Bootstrapping, Agile Iteration

/// Full-Time & Leadership Roles

Founding Designer, Healthtech-1 ▪ Healthtech, NHS tooling · 2026-
- Owning all design output for the company's software suite, solving highly complex design problems for both patients and business customers within a highly regulated industry

Lead Designer, Terraform Labs ▪ Blockchain Infrastructure, web3 · 2023-2024
- Owned all design for Station Wallet (top Cosmos wallet, 1M+ active users at peak)
- Redesigned browser extension and mobile apps end-to-end
- Built and shipped comprehensive design system in Storybook

Founder, Department 77 & Shadow Fleet ▪ GameFi, web3 · 2021-2025
- Created and sold out multiple NFT collections single-handedly
- Solo role: product designer, CTO, game director, 3D artist, marketing, community

Lead Designer & Co-Founder, Cherrypick (ex-Lollipop) ▪ AI-Powered Food Delivery · 2020-2021
- Co-founded with ex-Monzo COO, designed and built initial prototype
- Designed native apps, branding, design system, led and recruited design team

Creative Director & CTO, Florence ▪ Healthcare Professionals Marketplace · 2017-2019
- First tech hire: designed and built the product from prototype → industry leader → £5M Series A
- Led and recruited product team (developers, designers, researchers)

Creative Director, Steer73 ▪ Software Agency · 2014-2016
- Designed moonshot projects for companies like Paddy Power and Regus

Lead Designer, Tastebuds ▪ Music-Based Dating App · 2012-2014
- Designed web and mobile apps + frontend implementation

/// Freelance & Contract Roles

Lead Designer, Sherlock ▪ Smart Contract Auditing, web3 · 2024-2025 (6-month contract)
- Revamped branding, redesigned entire UX/UI, streamlined processes, created marketing assets

Lead Designer, Zapper ▪ Wallet Dashboard, web3 · 2021-2022 (3-month contract)
- Designed native mobile app, built prototype, created design system

Lead Designer, Boom Studios (ex-Dribble) ▪ Fantasy Sports / Betting · 2016 (6-month contract)
- Designed native mobile app, refreshed full product/brand

Freelance Designer ▪ Various · 2008-2012