



# Hello, I'm Tim

**I design products that help people make better decisions in complex environments.**

*Currently here*



hackajob

 ARKK

deel.

EQUINITI

TAX SYSTEMS

KONAMI

Quilter

 matcheros

Uber

*And here*  




# Designing products for complex systems

Across these case studies, I've worked on:

- visual workflow builders
- data-driven decision systems
- high-stakes operational tooling
- product-market validation
- zero-to-one product ownership

↑  
*Making complexity usable  
without losing power.*

## deel.

### Platform systems

**Focus:** complex data models, platform architecture, rapid delivery.

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## hackajob

### Data-driven product and commercial validation

**Focus:** hiring insights, decision-support tooling, product-market validation.

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## matcheros

### Zero-to-one product leadership

**Focus:** product strategy, rapid iteration, full-stack product thinking.

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## TAX SYSTEMS

### Tax workflows

**Focus:** regulatory accuracy, data mapping, high-density workflows.



# deel.

## Platform integration and performance systems

### Story arc

I joined Deel during the integration of Zavvy into the Deel platform, helping translate an acquired product into Deel's architecture and design system while maintaining delivery speed.

Following launch, I **took ownership of the Goals / OKR system, shaping how performance data connects across individuals, teams and organisations.**

With no dedicated PM in the squad, I operated across product and design – driving delivery, shaping priorities and aligning engineering around how the system should behave.

**This work improved how teams set, track and act on goals,** reducing friction in performance workflows and enabling clearer decision-making for managers.

## Phase 1

# Platform integration

Migrating Zavvy into Deel's platform required translating existing interaction patterns into a scalable system while continuing to ship at pace.

### Focus:

- aligning interaction patterns to Deel's design system
- maintaining delivery speed during integration
- ensuring consistency across a rapidly evolving platform

**This enabled the Engage product to ship within six months, balancing system alignment with continued delivery across a live platform.**

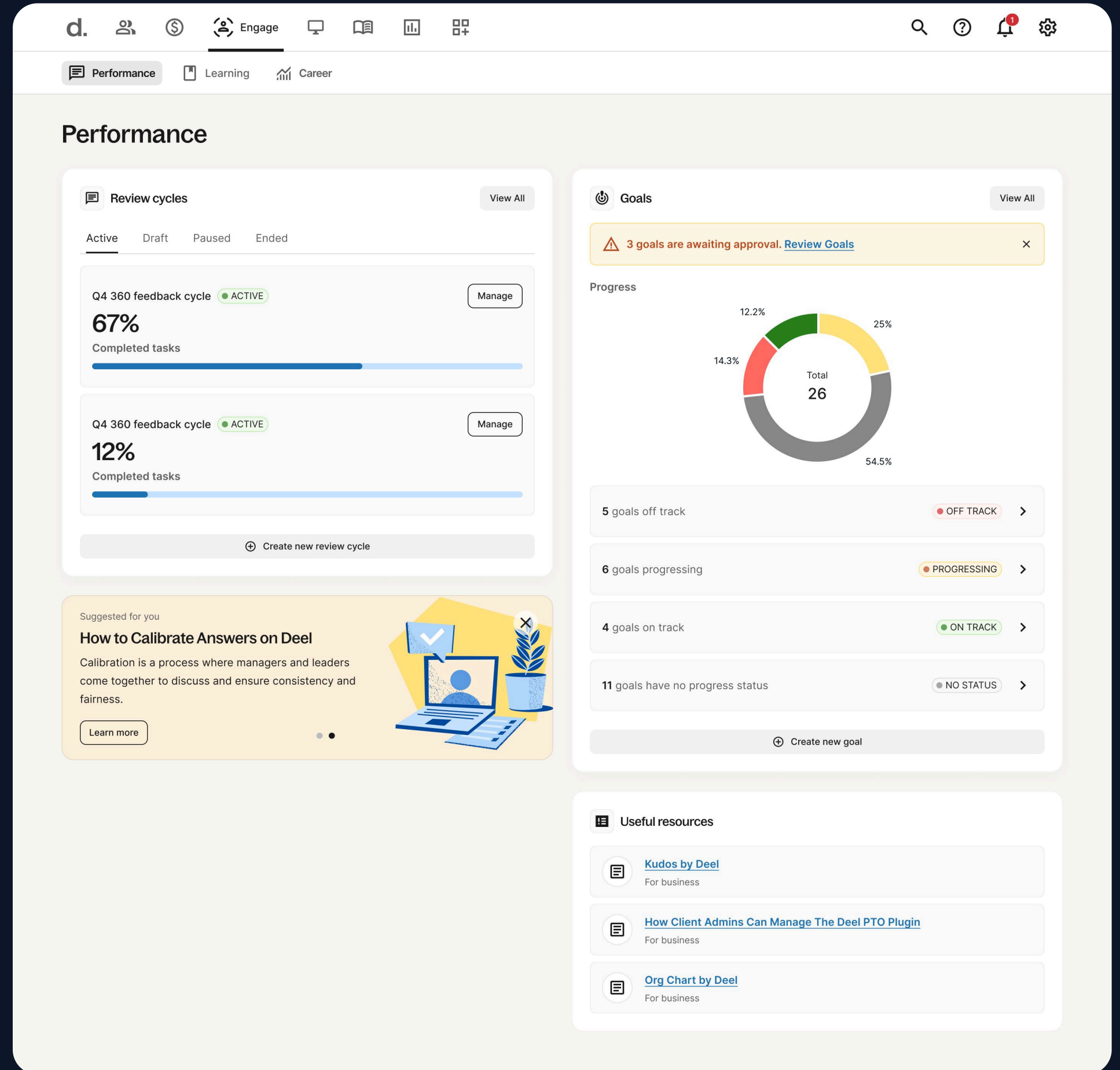
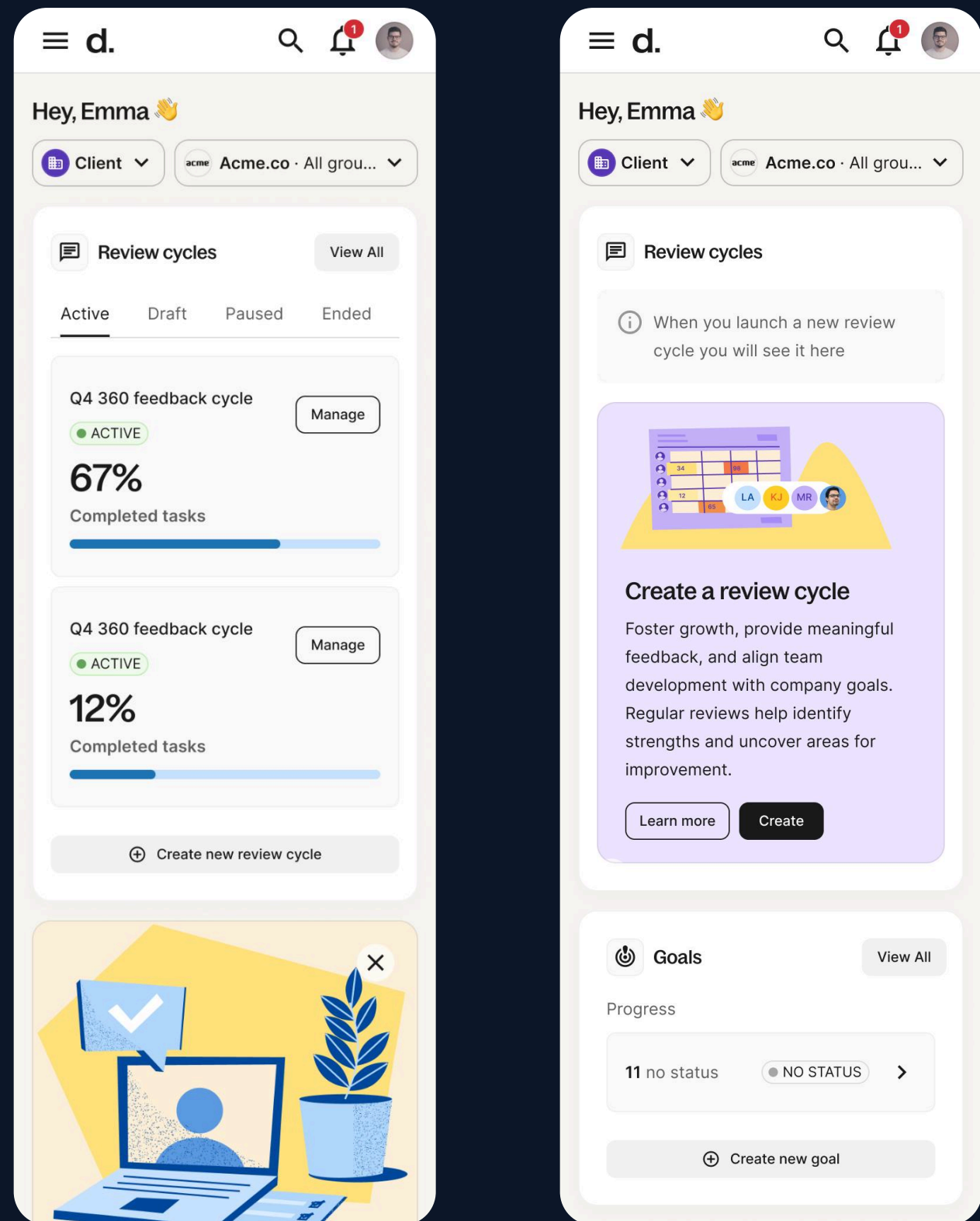
 Article | 2 min read

# Deel Acquires People Development Platform Zavvy

DEEL NEWS

# Phase 1

# Platform integration



Zavvy interaction patterns were improved and translated into Deel's design system and platform architecture while maintaining delivery speed during the integration phase.

## Phase 2

# Product ownership

I owned the Goals / OKR system, designing workflows that connected individual performance, team alignment and organisational objectives.

### Focus:

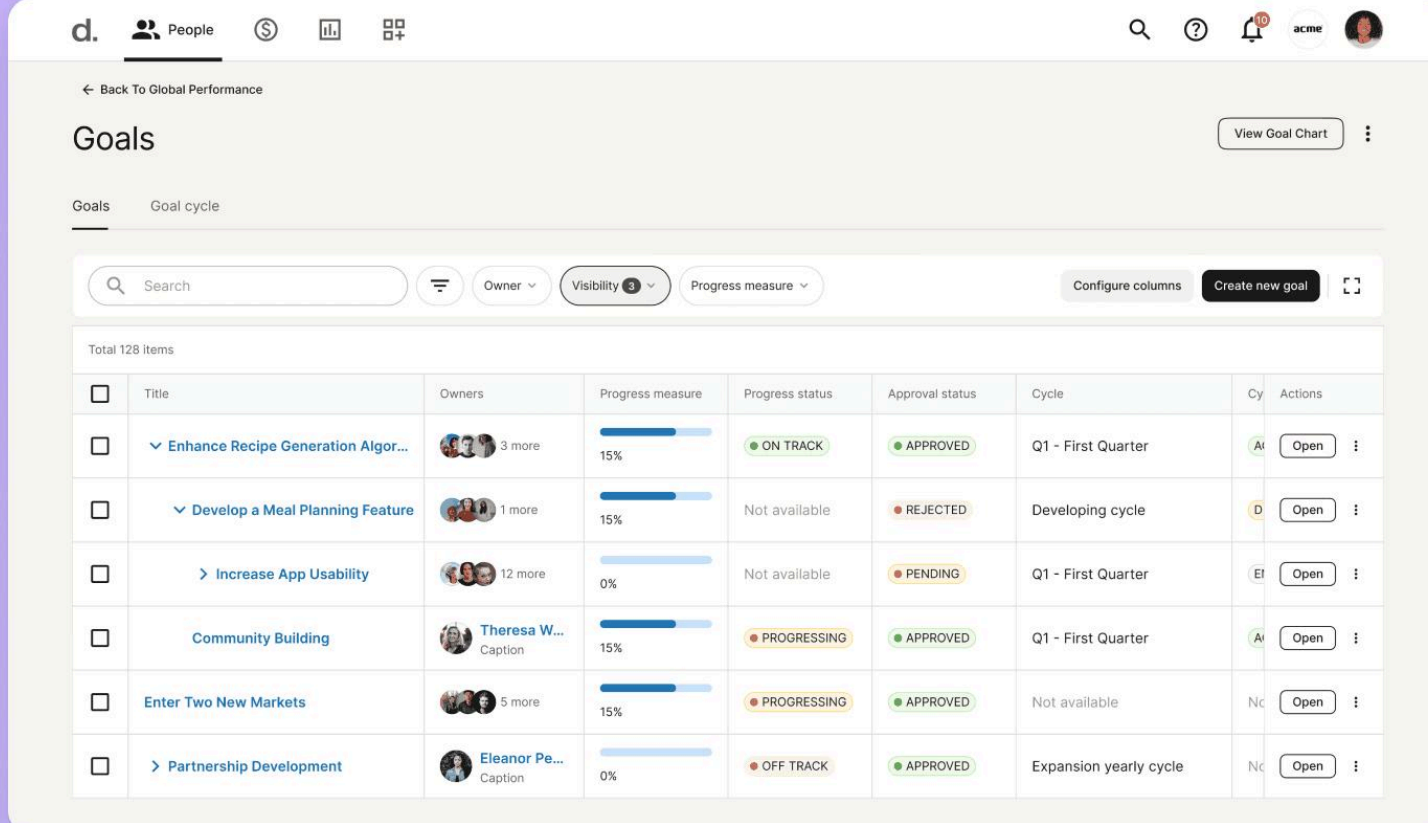
- structuring complex data models across goals, reviews and check-ins
- designing scalable patterns across multiple levels
- aligning cross-team understanding of how performance data should behave

### With no dedicated PM, I helped drive product delivery:

- backlog organisation and prioritisation
- sprint planning and ticket definition
- QA and release coordination across teams

I focused on **reducing fragmentation between tools**, ensuring goals were not isolated but connected to broader performance signals.

**This reduced friction in performance workflows and improved clarity for managers, making it easier to align teams and act on performance data.**



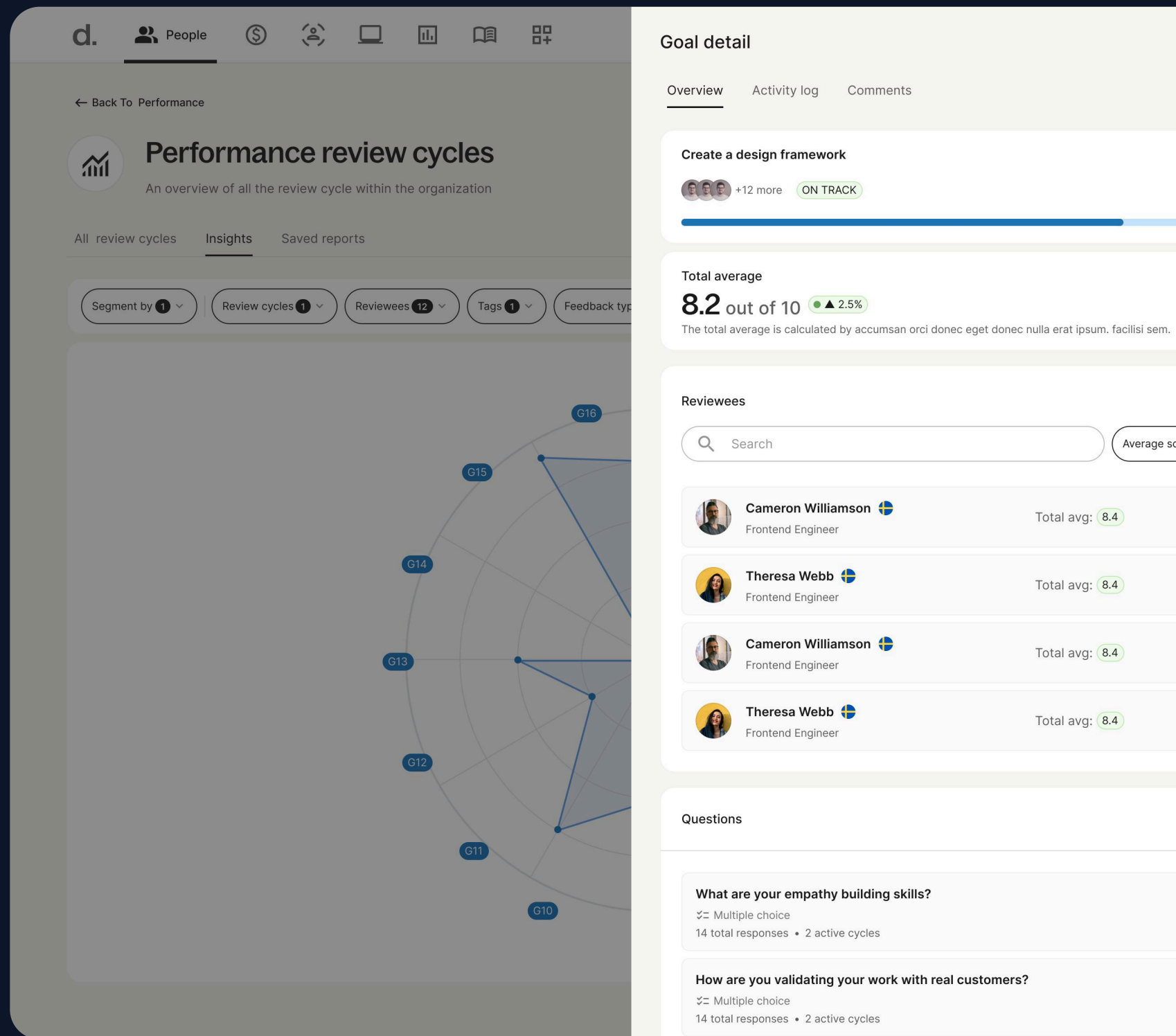
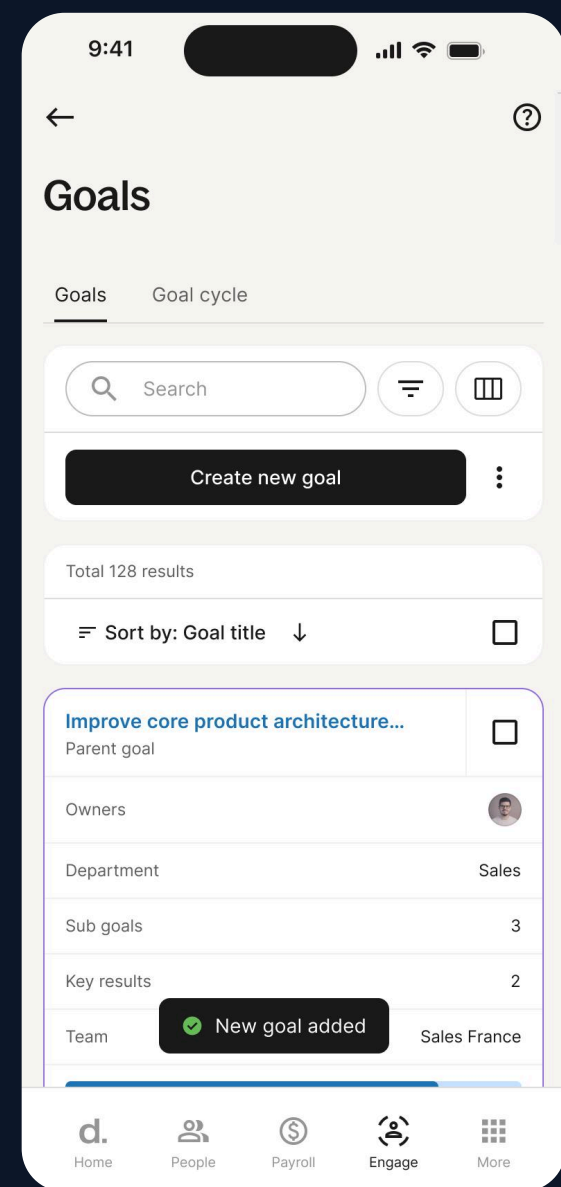
The screenshot shows a web application interface for managing goals. At the top, there's a navigation bar with a search icon, a help icon, and a user profile icon. Below the navigation bar, the main heading is "Goals" with a "View Goal Chart" button. Underneath, there are tabs for "Goals" and "Goal cycle". A search bar and several filter buttons (Owner, Visibility, Progress measure) are present. Below the filters, it says "Total 128 items". The main content is a table with the following columns: Title, Owners, Progress measure, Progress status, Approval status, Cycle, and Actions. The table contains several rows of goal data.

<input type="checkbox"/>	Title	Owners	Progress measure	Progress status	Approval status	Cycle	Cy	Actions
<input type="checkbox"/>	Enhance Recipe Generation Algor...	3 more	15%	ON TRACK	APPROVED	Q1 - First Quarter	Al	Open
<input type="checkbox"/>	Develop a Meal Planning Feature	1 more	15%	Not available	REJECTED	Developing cycle	D	Open
<input type="checkbox"/>	Increase App Usability	12 more	0%	Not available	PENDING	Q1 - First Quarter	EI	Open
<input type="checkbox"/>	Community Building	Theresa W... Caption	15%	PROGRESSING	APPROVED	Q1 - First Quarter	Al	Open
<input type="checkbox"/>	Enter Two New Markets	5 more	15%	PROGRESSING	APPROVED	Not available	Nc	Open
<input type="checkbox"/>	Partnership Development	Eleanor Pe... Caption	0%	OFF TRACK	APPROVED	Expansion yearly cycle	Nc	Open

Phase 2

# Product ownership

Connecting goals with broader performance



Designing the Goals system meant structuring how individual, team, department and organisational goals connect with reviews, check-ins and learning signals across Deel Engage.

## Phase 3

# Insights & experimentation

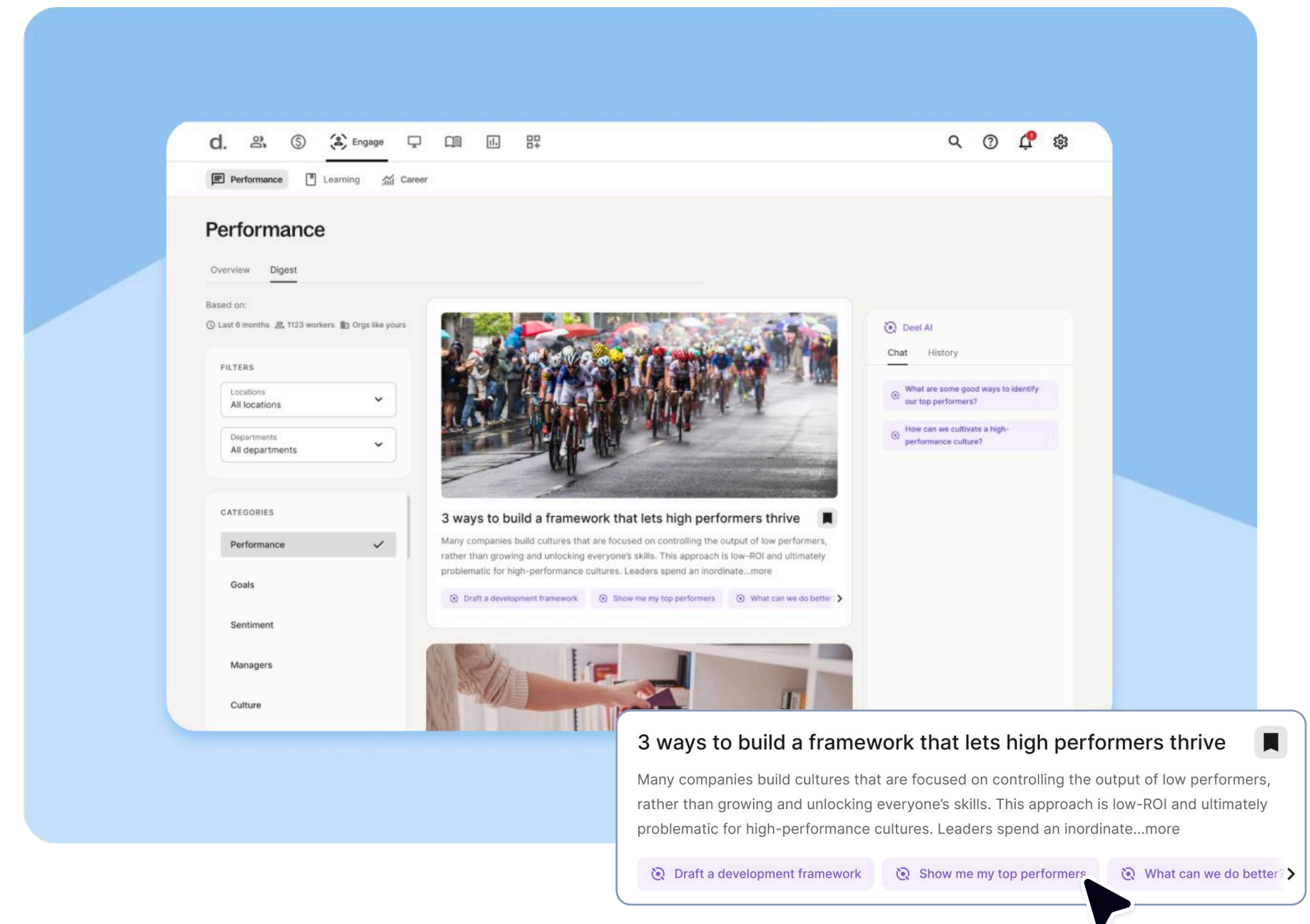
I worked closely with product leadership to explore how performance data across goals, reviews and engagement could evolve into actionable insights.

### Focus:

- identifying high-performing individuals and teams
- surfacing patterns across organisational data
- guiding managers toward better decisions around development and resourcing

I helped shape early thinking around AI-assisted decision support, exploring how connected data could move beyond reporting into recommendation and action.

**This work laid the foundation for evolving Engage from a tracking system into a decision-support layer for managers.**



## Phase 3

# Insights & experimentation

The image displays two overlapping digital interfaces. The background interface is a performance dashboard with a navigation bar containing icons for 'Engage', 'Performance', 'Learning', and 'Career'. The main content area is titled 'Performance' and includes a 'Digest' tab. It features a 'Based on:' section with filters for 'Last 6 months', '1123 workers', and 'Orgs like yours'. A sidebar on the left contains 'FILTERS' for 'Locations' (All locations) and 'Departments' (All departments), and 'CATEGORIES' for 'Performance' (checked), 'Goals', 'Sentiment', 'Managers', and 'Culture'. The main content area shows a featured article titled '3 ways to build a framework that...' with a sub-headline 'Many companies build cultures that are focused on...' and a 'Draft a development framework' button. The foreground interface is a modal window titled 'Draft a development plan with AI'. It features a user profile for 'Elenor Pena, Head of Engineering'. Below the profile is a 'Number of stages' dropdown set to '3'. The 'Actions' section has a toggle for 'Enable actions' (checked) and a 'Number of actions (optional)' dropdown set to 'Let AI decide'. The 'Content style' section has three radio button options: 'Advanced' (unselected), 'Balanced' (selected), and 'Comprehensive' (unselected). At the bottom, there is a 'Deel AI is working its magic' indicator and a 'Stop' button.

**Your top performers**

Total average  
**8.2** out of 10 ▲ 2.5%

The total average is calculated by accumsan orci donec eget donec nulla erat ipsum. facilisi sem

Search Departments 1 Review

<b>Elenor Pena</b> <span>🇸🇪</span> Frontend Engineer	Total avg: <b>8.4</b>
<b>Todd Toledo</b> <span>🇸🇪</span> Frontend Engineer	Total avg: <b>8.3</b>
<b>Theresa Webb</b> <span>🇸🇪</span> Frontend Engineer	Total avg: <b>8.2</b>
<b>Savannah Nguyen</b> <span>🇸🇪</span> Frontend Engineer	Total avg: <b>8.1</b>
<b>Jane Cooper</b> <span>🇸🇪</span> Frontend Engineer	Total avg: <b>7.9</b>
<b>Eleanor Pena</b> <span>🇸🇪</span> Frontend Engineer	Total avg: <b>7.8</b>
<b>Cameron Williamson</b> <span>🇸🇪</span> Frontend Engineer	Total avg: <b>7.5</b>

Review cycles

← Draft a development plan with AI ×

**Elenor Pena**  
Head of Engineering

Number of stages \*  
3

Actions

Enable actions   
Each stage will have a set of personalised actions

Number of actions (optional)  
Let AI decide

Content style

Advanced  
In-depth information aiming to deepen expertise and master specialized skills.

**Balanced**  
A mix of foundational and advanced information, ensuring accessibility for beginners while offering depth for more experienced employees.

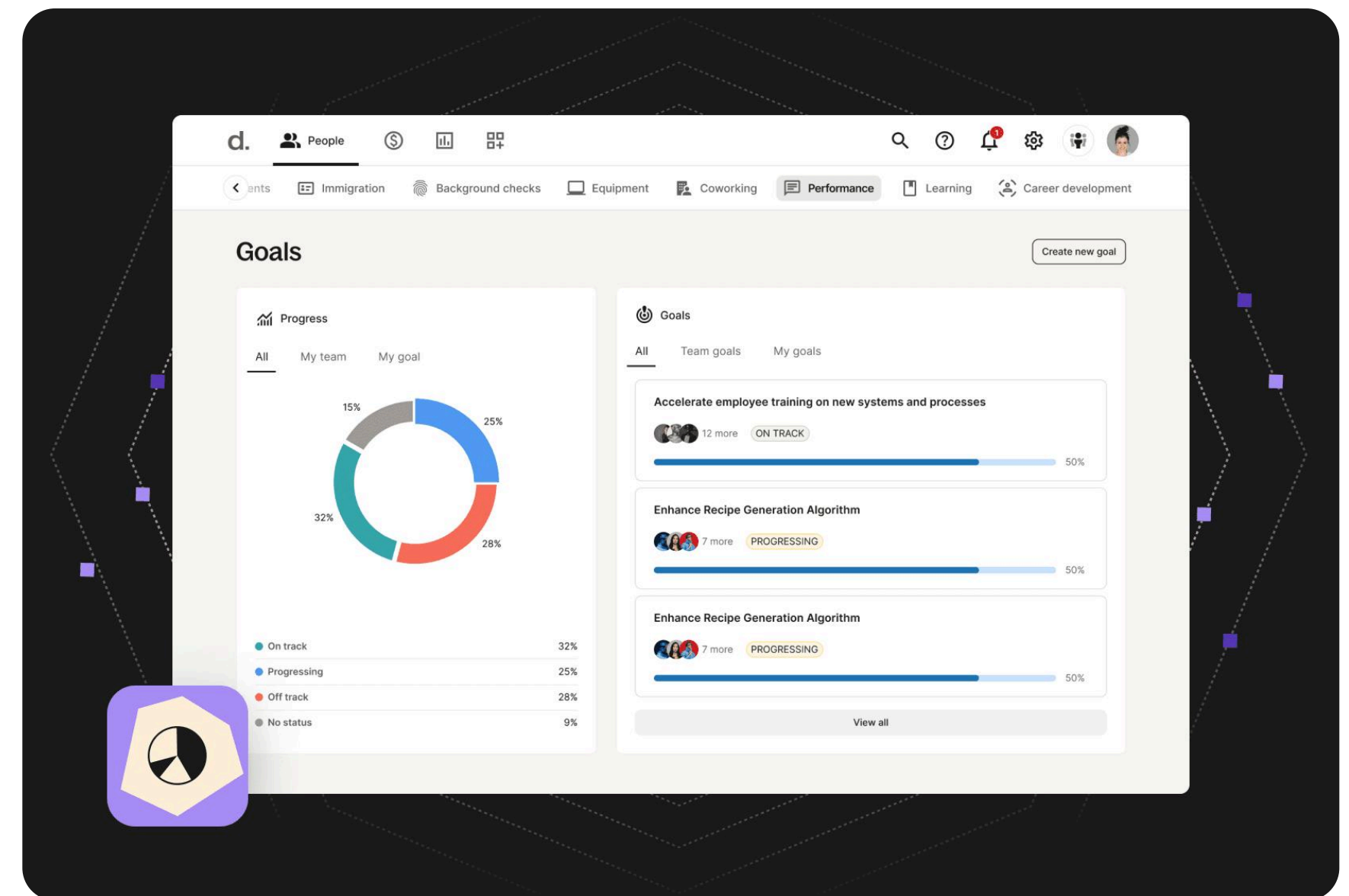
Comprehensive  
Covers all relevant aspects for a head of Engineering thoroughly, providing a complete and detailed expectations.

Deel AI is working its magic ••• ■ Stop

Early exploration of how connected performance data could reveal patterns across individuals, teams and organisations.

# Impact:

- shipped core Engage within 6 months of acquisition
- owned and scaled a critical product area (Goals)
- improved experience of performance workflows across teams
- helped shape direction of AI-driven insights in the product



# hackajob

## Designing data-driven hiring insights and DE&I decision tools

### Story arc

I led the design of hackajob Engage, a product focused on helping companies understand and improve how they attract and engage diverse talent.

The challenge was not a lack of data, but a lack of clarity. Customers were collecting signals across their hiring funnel but had no way to interpret or act on them.

Working closely with product, customers and commercial teams, I helped shape the product direction from early research through to validation and launch.

**This led to a commercially viable product, with 40% of customers indicating willingness to pay and adoption by 20 enterprise clients within the first month.**

## Phase 1

# Framing the opportunity

Understanding where value exists in hiring data.

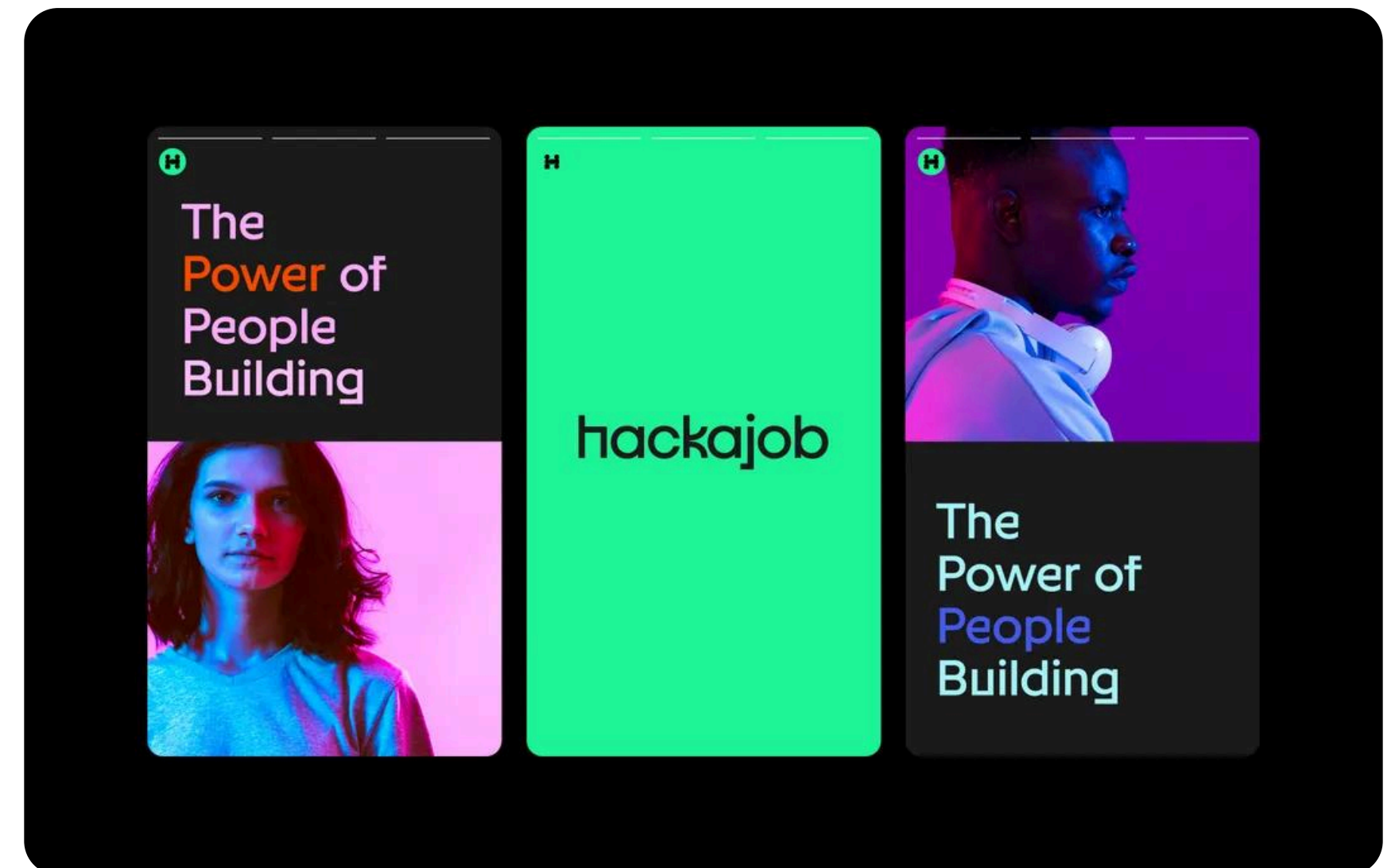
I worked to understand what signals across the hiring journey actually matter to customers, moving beyond surface-level feedback into structured insight.

### This involved:

- cross-functional sessions to define valuable metrics
- interviewing customers and CS teams to capture real usage patterns
- working with industry experts to understand broader HR and DE&I trends

**This process reframed the problem from “what data do we show?” to “what decisions can we enable?”**

**This reframing exposed a clear opportunity to move from passive reporting to decision-driving insight.**



## Phase 2

# Shaping the product direction

Defining a product that drives decisions, not just visibility.

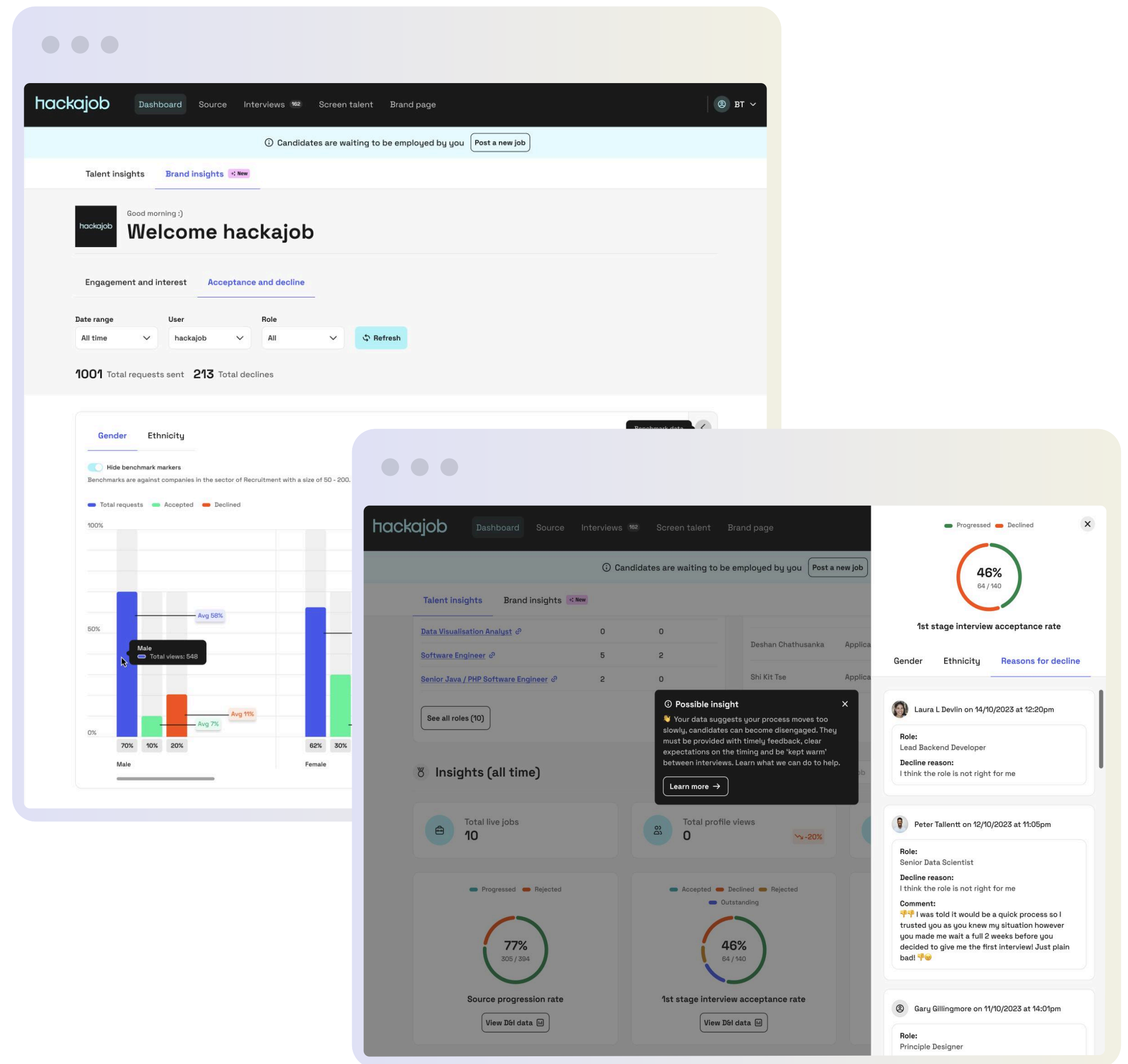
I translated research into a clear product hypothesis focused on enabling companies to understand how their brand and hiring processes perform across diverse candidate groups.

### Focus:

- tracking candidate engagement across the funnel
- surfacing reasons for decline and drop-off
- benchmarking performance against industry peers
- enabling team-level visibility into hiring outcomes

I deliberately pushed the product away from generic analytics toward **decision-making tools**, ensuring insights translated directly into action.

**This direction resonated strongly in validation, with 40% of customers indicating willingness to pay for this capability.**



## Phase 2

# Shaping the product direction

This shows where candidates declined and why, across gender and ethnicity.

The screenshot displays the Hackajob dashboard with the following components:

- Navigation:** Hackajob logo, Dashboard, Source, Interviews (162), Screen talent, Brand page, and a user profile (BT).
- Alerts:** "Candidates are waiting to be employed by you" with a "Post a new job" button.
- Filters:** "Benchmark against:" with options for "All", "Your industry" (selected), and "Your peer companies".
- 1st stage interview acceptance rate (140):** A bar chart comparing current performance to benchmarks. Data: Progressed: 65% (Benchmark: 80%, 20% below), Withdrawn: 29% (Benchmark: 10%, 19% above), Unsuccessful: 6% (Benchmark: 5%, 1% above), Outstanding: 4% (Benchmark: 5%, 1% below). Includes a "View DE&I data breakdown" button.
- Phone interview - 1st round progression (140):** A bar chart comparing current performance to benchmarks. Data: Progressed: 40% (Benchmark: 79%, 20% below), Withdrawn: 50% (Benchmark: 35%, 19% above), Unsuccessful: 10% (Benchmark: 35%, 1% above). Includes a "View DE&I data breakdown" button.
- Source progression rate (394):** A bar chart comparing current performance to benchmarks. Data: Progressed: 78% (Benchmark: 65%, 20% below), Withdrawn: 22% (Benchmark: 35%, 19% above).
- 1st stage interview acceptance rate (140) - Detailed View:** A modal window showing a breakdown of decline reasons by role. It includes a "Possible insight" popup: "Your data suggests your process moves too slowly, candidates can become disengaged. They must be provided with timely feedback, clear expectations on the timing and be 'kept warm' between interviews. Learn what we can do to help." The "Reasons for decline" list includes:
  - Role: Lead Backend Developer, Decline reason: I think the role is not right for me
  - Role: Senior Data Scientist, Decline reason: I was told it would be a quick process so I trusted you as you knew my situation however you made me wait a full 2 weeks before you decided to give me the first interview! Just plain bad!
  - Role: Principle Designer, Decline reason: Took wayyyyyyy too long

### Phase 3

## Validation and delivery

Validating demand and moving quickly to market. I validated the product direction through a combination of moderated testing, unmoderated testing, and large-scale candidate surveys.

#### This included:

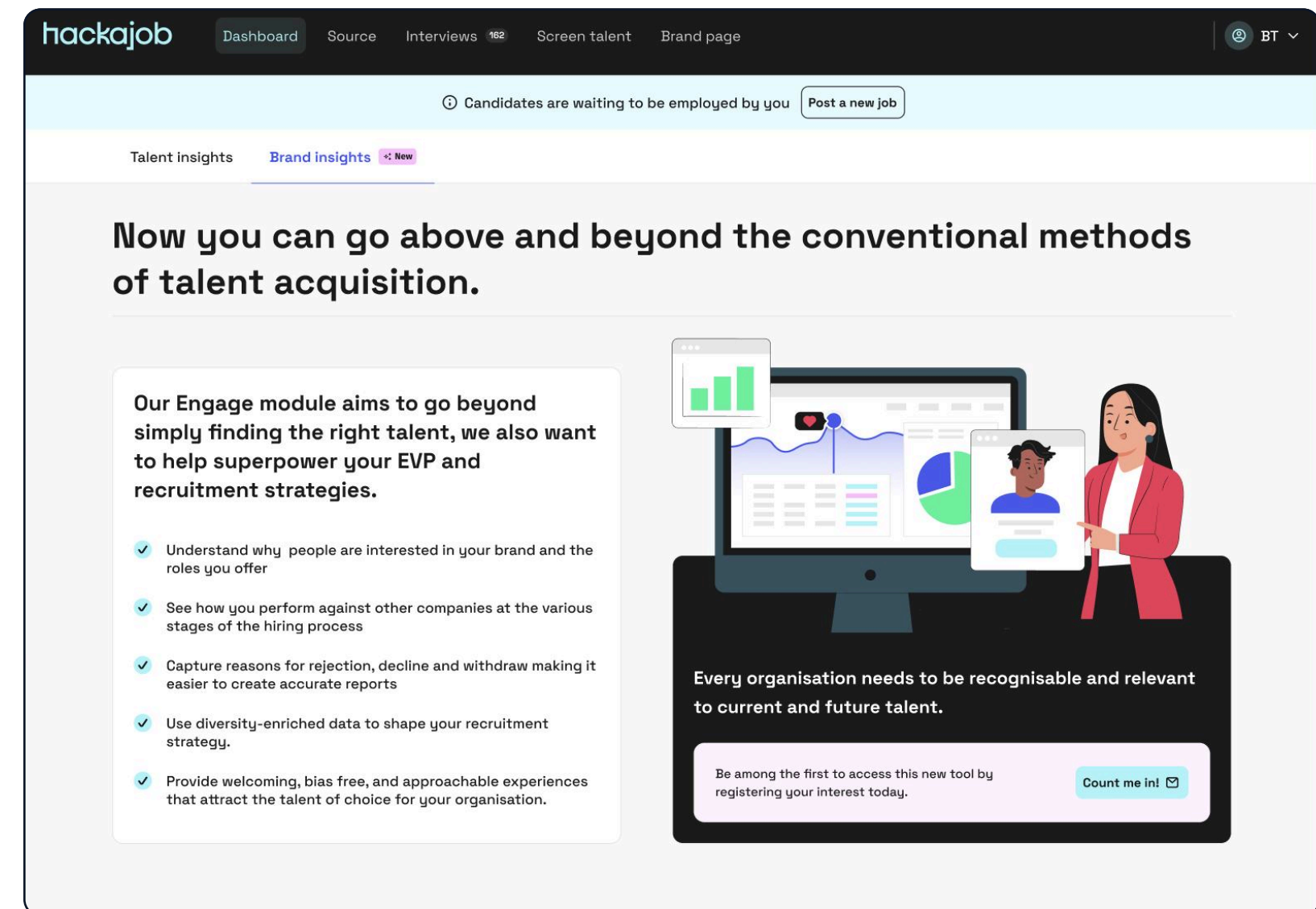
- regular usability testing with target customers
- fake door testing to measure real interest
- surveying over 800 candidates to validate assumptions around DE&I importance

#### Validation confirmed strong demand:

- **40% willingness to pay**
- **23% beta uptake**

**This gave us confidence to accelerate delivery and move quickly to market.**

validated demand early



## Phase 3

# Validation and delivery

**Provide value to candidates while fulfilling client engagement metrics**

*Know the context*  
**Building a picture of the future self:**

- Speak to career aspiration
- Growth, progression, collaboration
- Change for good

**Easing anxiety:**

- What to expect
- Who is interviewing
- The nature of technical tests
- The interview style

31 October 2023

**Summary**

Research habits revolved more around building a mental picture of the workplace, stability, operations, reputation, culture and then imagining themselves in that same mental picture.

31 October 2023

Identifying key pain points across the hiring journey that the product needed to address.

## Phase 4

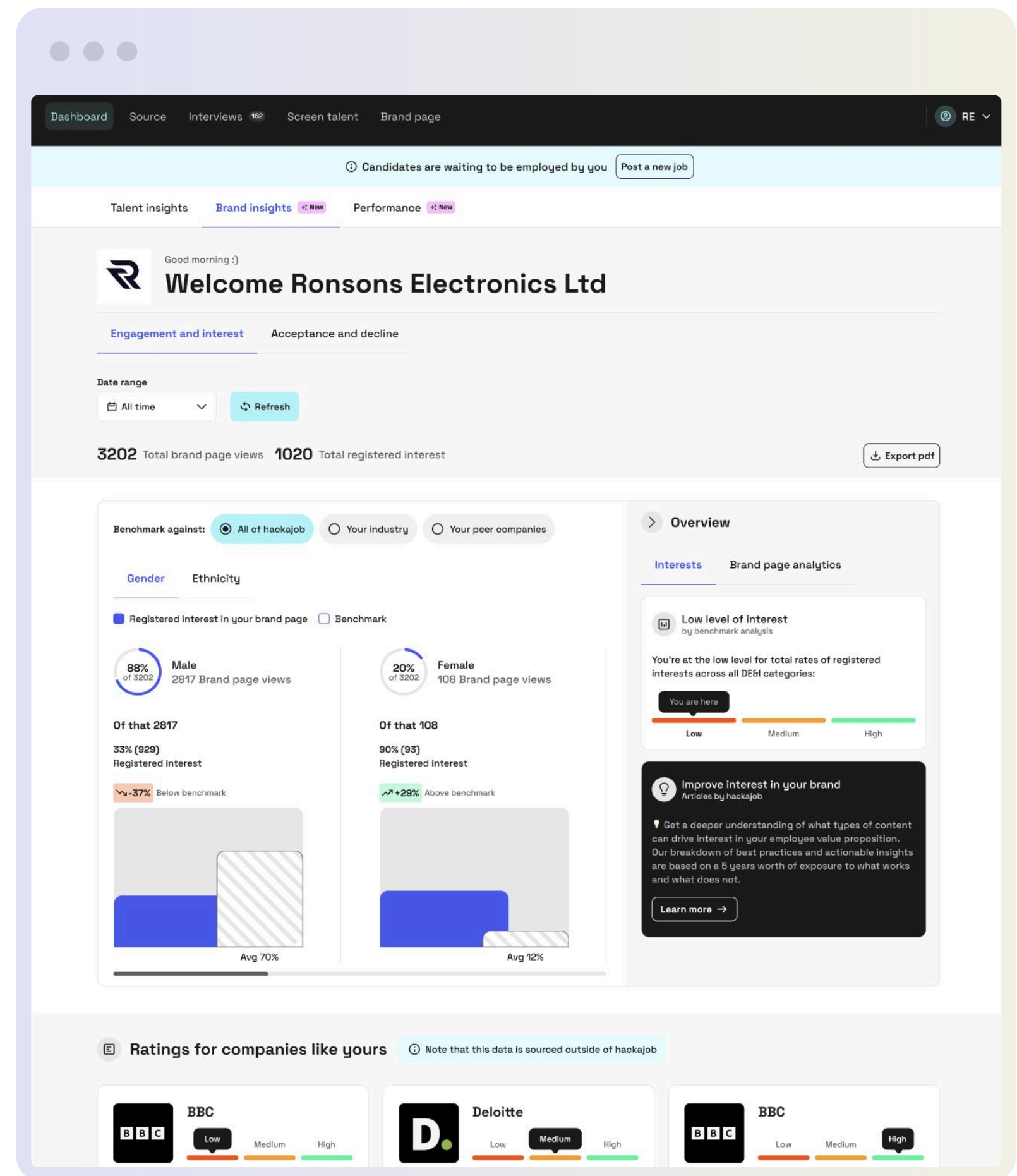
# Delivering measurable product and business impact

Engage launched as a new product line within hackajob, repositioning the platform from a hiring tool to a decision-support system for talent strategy.

### Impact:

- 20 enterprise clients in the first month (including Sainsbury's)
- 60% of clients reported improved hiring decision-making
- strong market visibility across Forbes, Business Insider and industry press

The product created a new layer of value for customers — moving from data visibility to actionable insight.



Phase 4

# Delivering measurable product and business impact

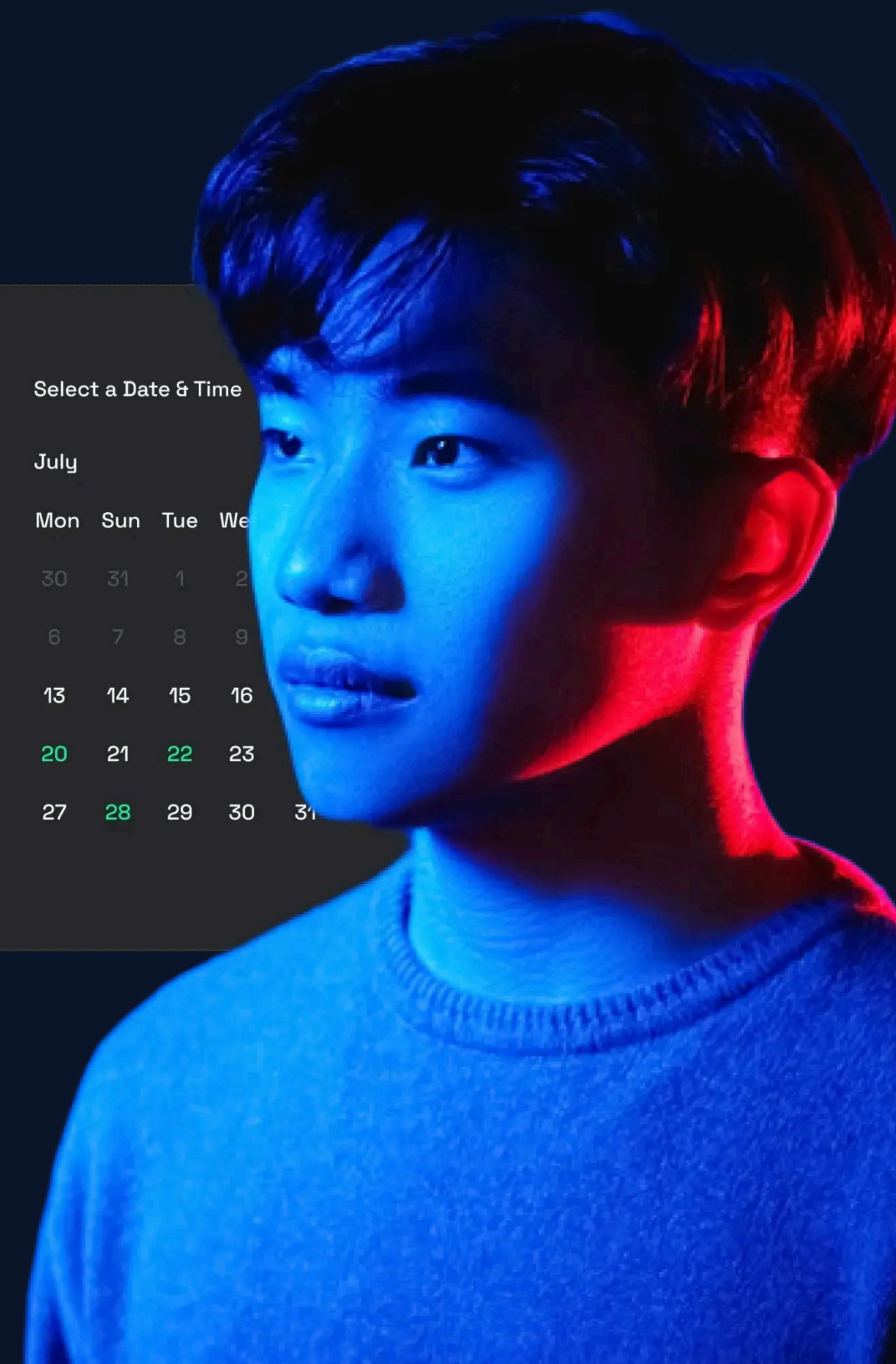
The screenshot shows the Hackajob website interface. At the top, there's a navigation bar with 'For Jobseekers', 'For Employers', 'Login', and a 'Start your free trial' button. The main content area features a large heading 'Simplify diverse talent hiring' and a sub-heading 'Use real-time data to spot and fix biases, understand candidate declines, and make hiring fairer. Enhance your employer brand, write inclusive job ads, and focus on diversity goals.' Below this is a 'Benchmark Data' section with a bar chart comparing 'Your Company' (green) and 'Similar Companies' (orange) across categories like White, Irish, and Caribbean. A circular gauge shows an 'Acceptance & Decline' rate of 54% (1,736 / 3,215). A text box states 'You're in the median quartile for total rates of acceptance across all DE&I categories:'. Below the charts are 'Learn more' and 'Start your free trial' buttons. The bottom section is titled 'Trusted by leading companies' and lists logos for Vodafone, CAPCO, Virgin Media, Sky, CGI, and Tripadvis. A 'Talent Insights' section is partially visible with the heading 'Stop losing diverse talent due to a biased process'. A small cartoon character is visible in the bottom right corner of the screenshot.

The screenshot shows a LinkedIn post by Mark Chaffey, CEO of Hackajob. The post text reads: 'The reaction to our Engage DE&I product has been immense 🥰 We're in an extremely unique position that 80% of our users on hackajob are now providing self-disclosed data across gender, ethnicity, neurodiversity, sexuality and veteran status 🙌 This enables our customers to get insights on their hiring pipeline that were previously impossible 📉 I've had a lot of fun speaking to various journalists about what we're doing in this space and wanted to share two new pieces that went live over the last week \*\* I spoke with Rohan Banerjee at Raconteur | B Corp™ about the pros and cons of blind CVs in the hiring process 📰 And I wrote a piece for InformationWeek called "The Tech Diversity Charade" You can check out both in the links below 📄 And if you want a demo of our new Engage DE&I solution, get in touch 📧 Onwards 🚀🚀🚀 102 8 comments · 2 reposts'. Below the text are several reaction icons and a '+94' button.

The screenshot shows a job listing for 'Senior Java Developer'. Under the heading '1st Stage interview', there are two items: '30 mins' and 'Google meet', each with a blue circular icon. Below these items are three horizontal lines representing a list or timeline.

The screenshot shows a calendar interface for selecting a date and time. The title is 'Select a Date & Time'. The calendar is for the month of July. The days of the week are listed as Mon, Sun, Tue, We. The dates 20, 21, 22, and 23 are highlighted in green, indicating they are available for selection.

The screenshot shows a confirmation message: 'Interview confirmed' with a green checkmark icon inside a circle.





## Building an Africa-first hiring platform

### Story arc

I joined Matcheros as a **founding design partner**, helping define the product vision and experience for an Africa-first hiring platform connecting companies with skilled professionals.

Working closely with the founding team, I helped define the **job board product strategy**, establish the **design system foundations**, and design both employer and candidate experiences.

Alongside product design, I helped communicate the product vision through prototypes, presentations and investor discussions, while introducing AI-assisted workflows for job creation and candidate onboarding.

**I contributed through the early definition and structuring phase of the product, helping establish a clear direction and system for the team to build on.**

## Phase 1

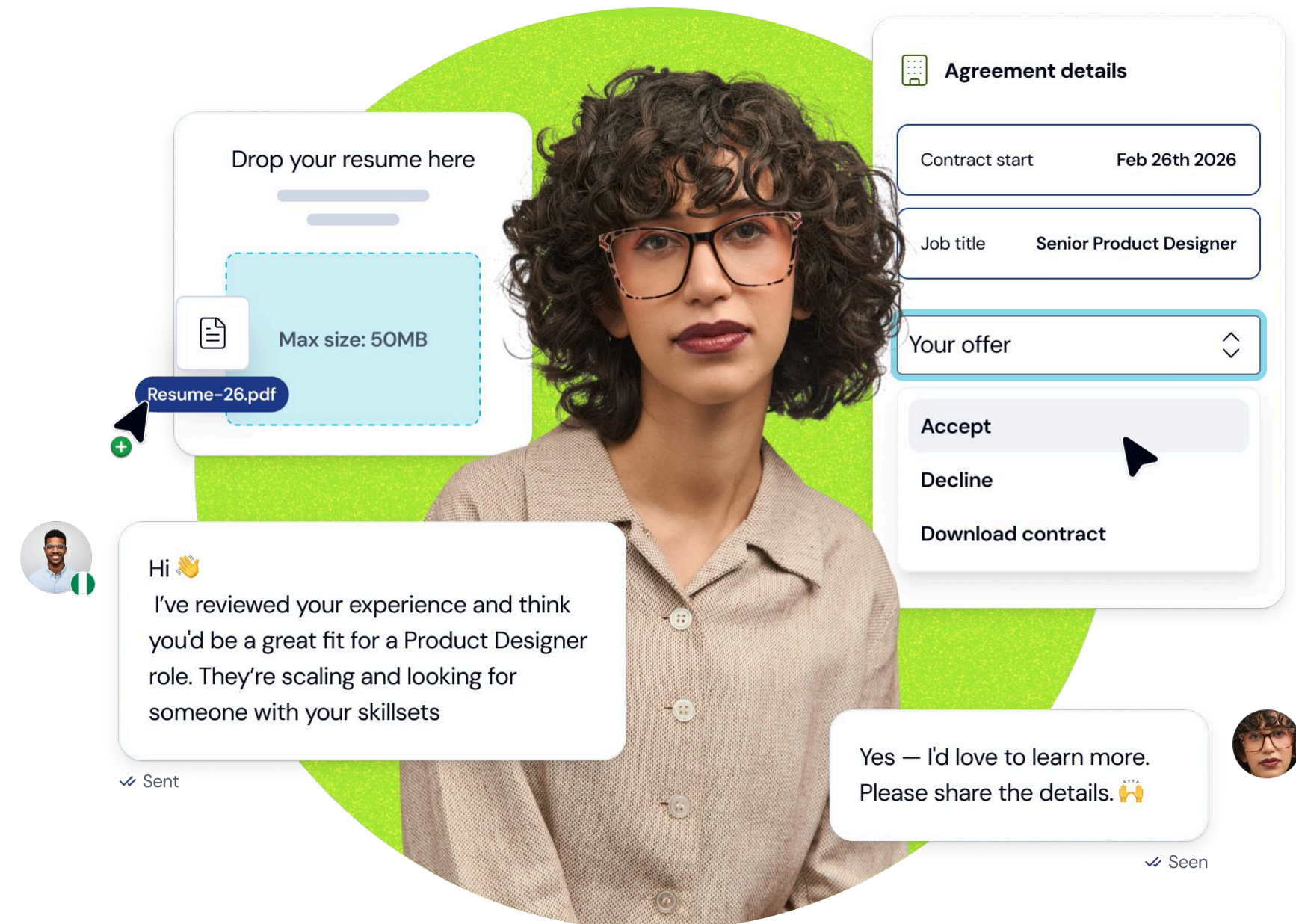
# Platform foundations

Designing the core architecture for an Africa-first job board, shaping the candidate experience, company discovery flows and employer-facing foundations.

### Focus:

- mobile-first candidate flows
- company and job discovery
- profile and onboarding foundations
- scalable platform structure

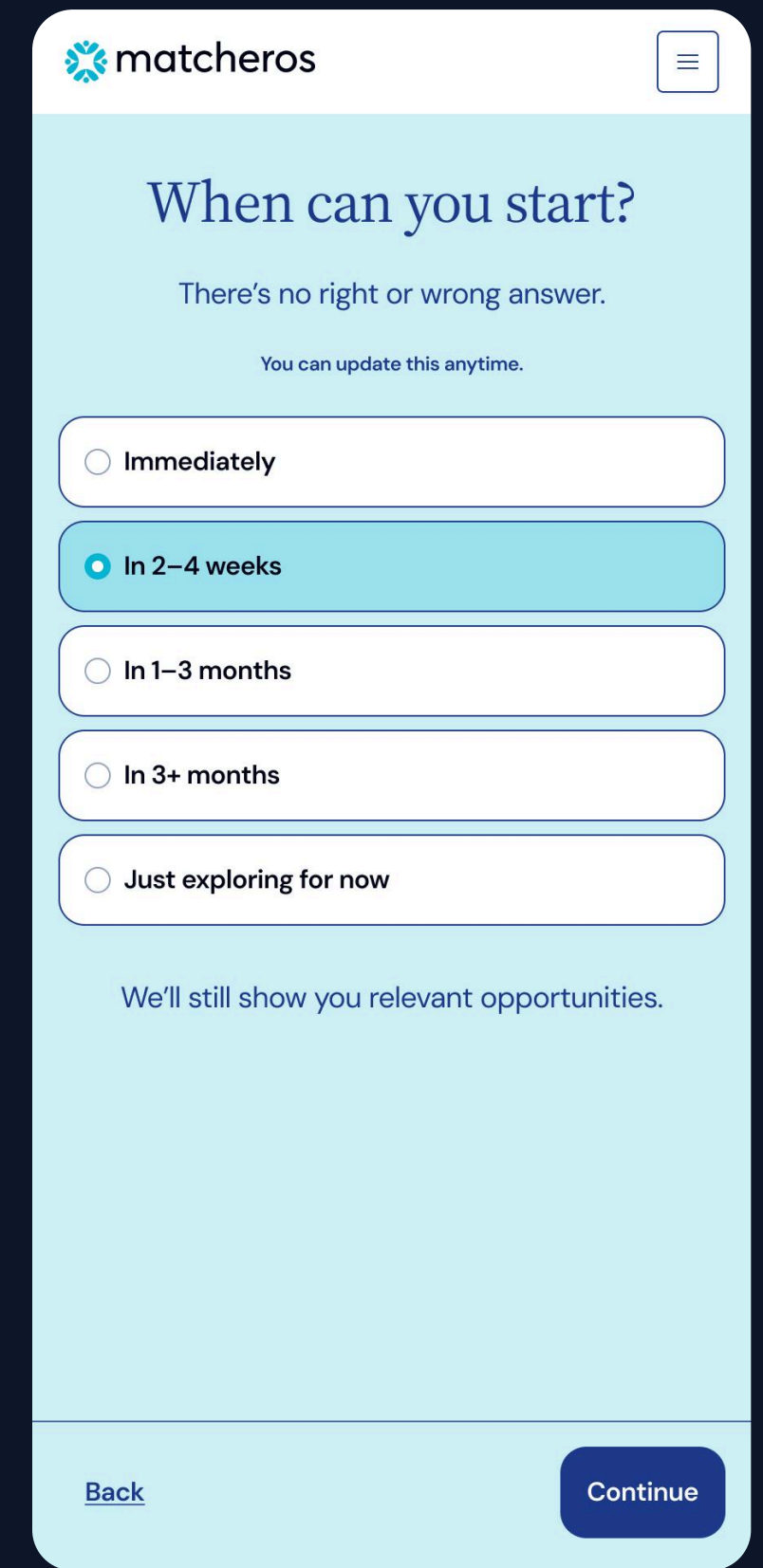
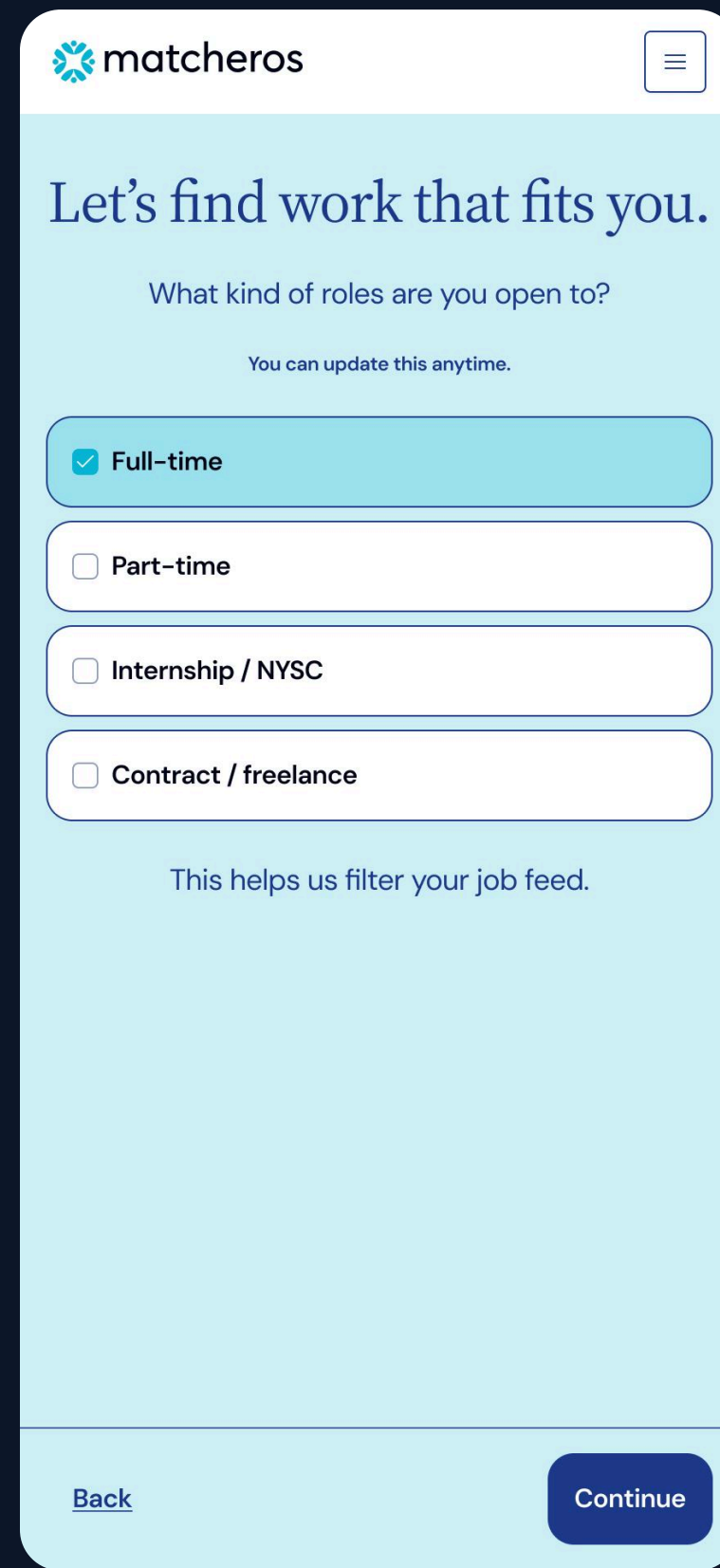
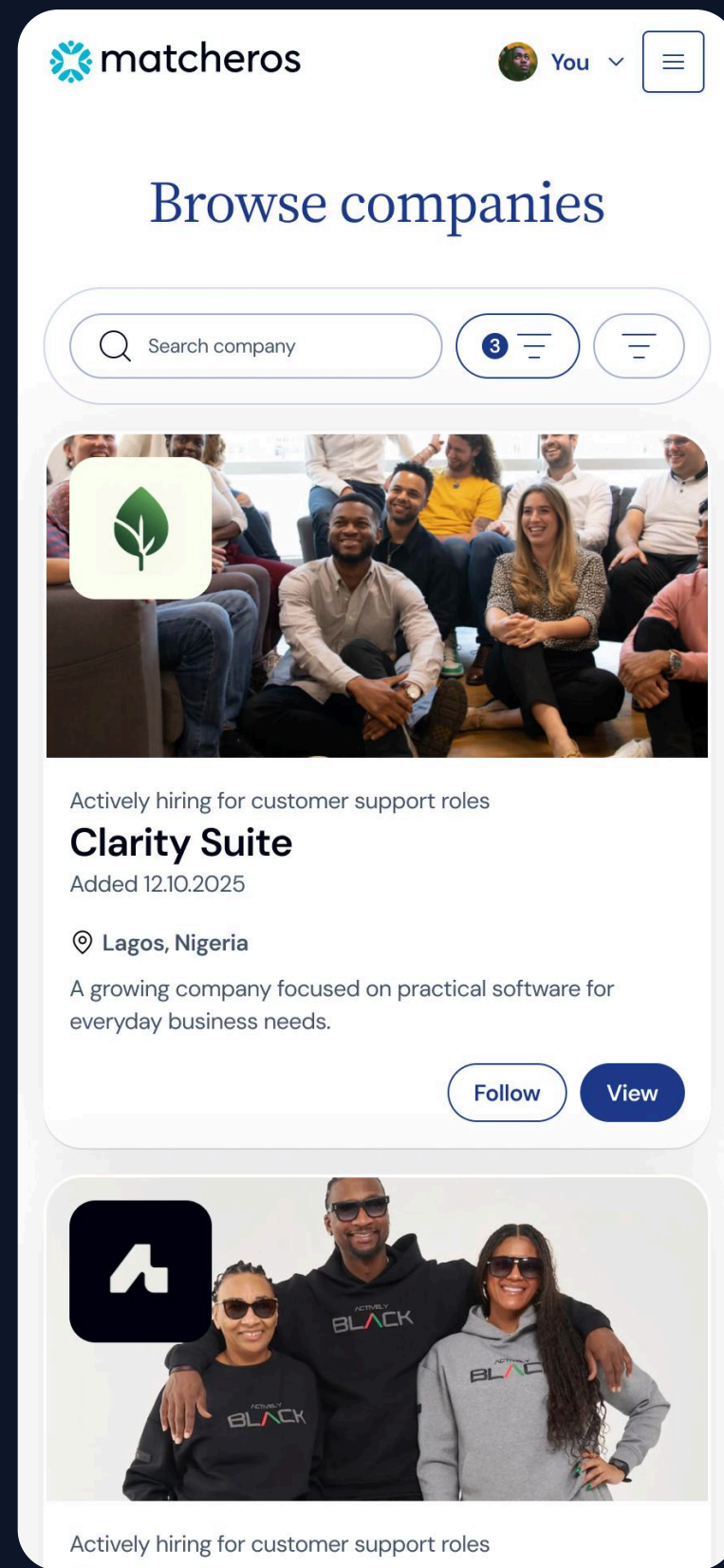
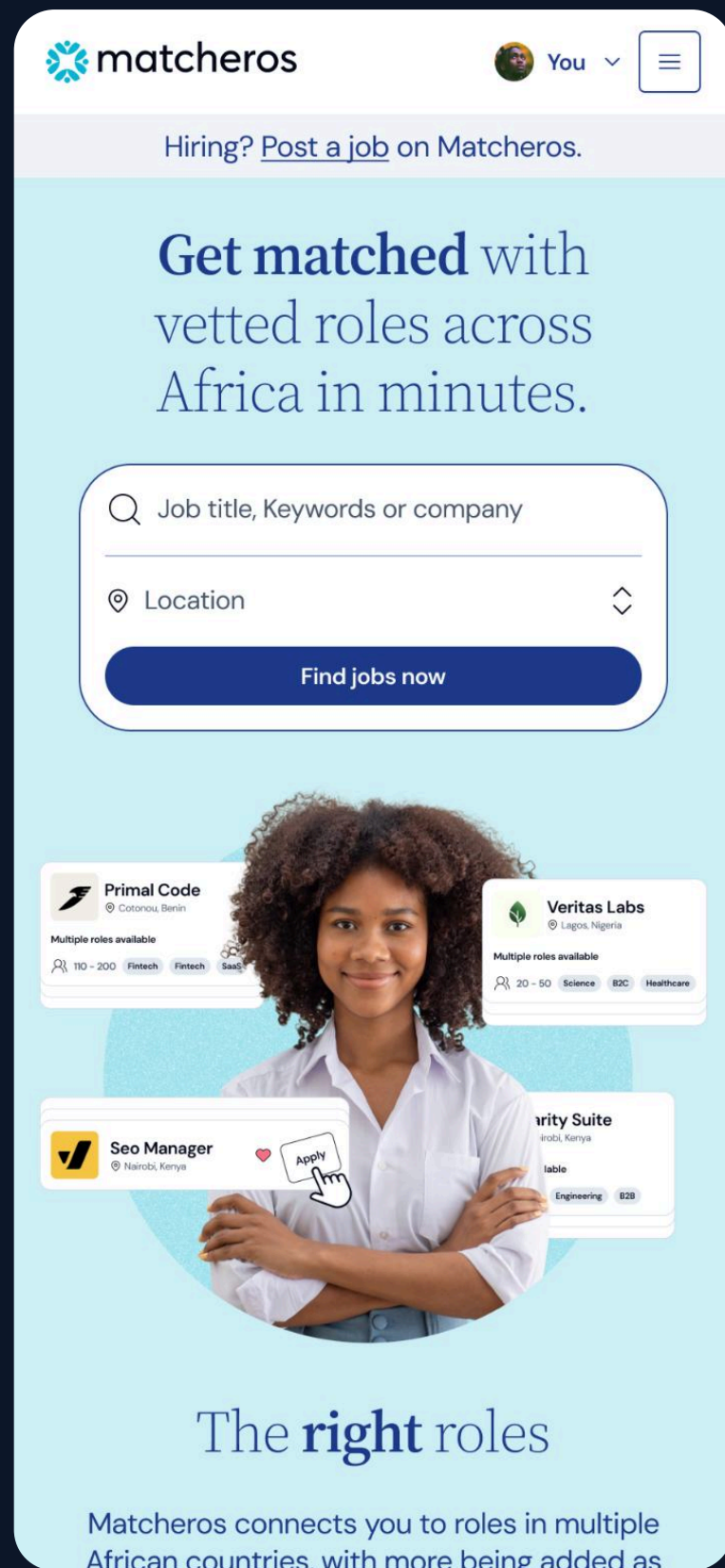
**I focused on bringing structure to a previously undefined product space, aligning the team around a clear and buildable MVP direction.**



Phase 1

# Platform foundations

core job board foundations



## Phase 2



# AI-assisted hiring workflows

Introducing AI-powered workflows to help employers create structured job descriptions and enable candidates to convert CVs into searchable profiles.


### Focus:

- AI-assisted job description generation
- CV parsing during candidate onboarding
- structured candidate profile creation
- improving matching signals between jobs and candidates

**This ensured outputs were predictable and usable, rather than exploratory or inconsistent.**

 **Why people work here** Write manually 

Answer a few quick questions and we'll generate a candidate-ready version.  
Estimated time: "~30 seconds"

 100%

**Step 3: Who tends to thrive here?**

People who like ownership  People who enjoy ambiguity  Self-starters

Team-first thinkers  Detail-oriented builders  Mission-driven people

**Other**

**Anything that might not suit everyone? (optional)**  
Honesty helps candidates self-select.

[Back](#) Limited generations per day (3)

## Phase 2

# AI-assisted hiring workflows

Transforming unstructured hiring input into structured matching data

☰ TO 🌿 Good morning Tayo-Oluwanifemi

**Who this role is suited for (strongly recommended)**  
Help candidates understand whether this role fits their experience and interests.

Describe the type of person who would thrive in this role — for example, working style, scope preferences, or level of ownership.

0 / 100 words

**What success looks like (strongly recommended)**  
Describe what good performance looks like in the first 6–12 months.

This might include outcomes, ownership areas, or improvements this person would be responsible for over time.

0 / 150 words

Generates content for all sections in this block. You can edit each section afterwards. [Generate with AI](#)

**Role level \***  
This helps us match your role with candidates at the right stage.

Internship

☰ TO 🌿 Good morning Tayo-Oluwanifemi

Koru IT services and internet solutions Ltd

**What you'll be doing**

Answer a few quick questions about the role and we'll draft clear, candidate-friendly content.

Estimated time: "30–45 seconds"

33%

Step 1: "What kind of role is this?"

Hands-on individual contributor  Team lead or manager

Strategic or planning-focused  Client- or stakeholder-facing

Project-based work  Inclusive and supportive

Other

**Anything else to add?**  
e.g. early-stage role, small team, broad ownership

[Back](#) [Next](#) [Generate draft](#)

☰ TO 🌿 Good morning Tayo-Oluwanifemi

Koru IT services and internet solutions Ltd

**What you'll be doing**

**Core responsibilities**

**What success looks like**

**Who this role is suited for (strongly recommended)**

[Back](#) [Next](#) [Generate draft](#)

☰ TO 🌿 Good morning Tayo-Oluwanifemi

Koru IT services and internet solutions Ltd

**What you'll be doing**

**Core responsibilities**

You'll be responsible for owning the end-to-end design of product features, from early exploration through to final delivery. This includes collaborating closely with product managers and engineers to understand problems, define solutions, and iterate based on feedback

**What success looks like**

In the first few months, success looks like building a strong understanding of the product, users, and team workflows. Over time, you're able to take ownership of key areas, deliver thoughtful solutions, and collaborate effectively with others to move work forward.

**Who this role is suited for (strongly recommended)**

You value clear communication, care about doing good work, and prefer steady progress over rigid processes. If you enjoy contributing to a growing team and shaping how work gets

[Back](#) [Apply](#) [Regenerate](#) ↶ ↷

## Phase 3

# Employer hiring workflows

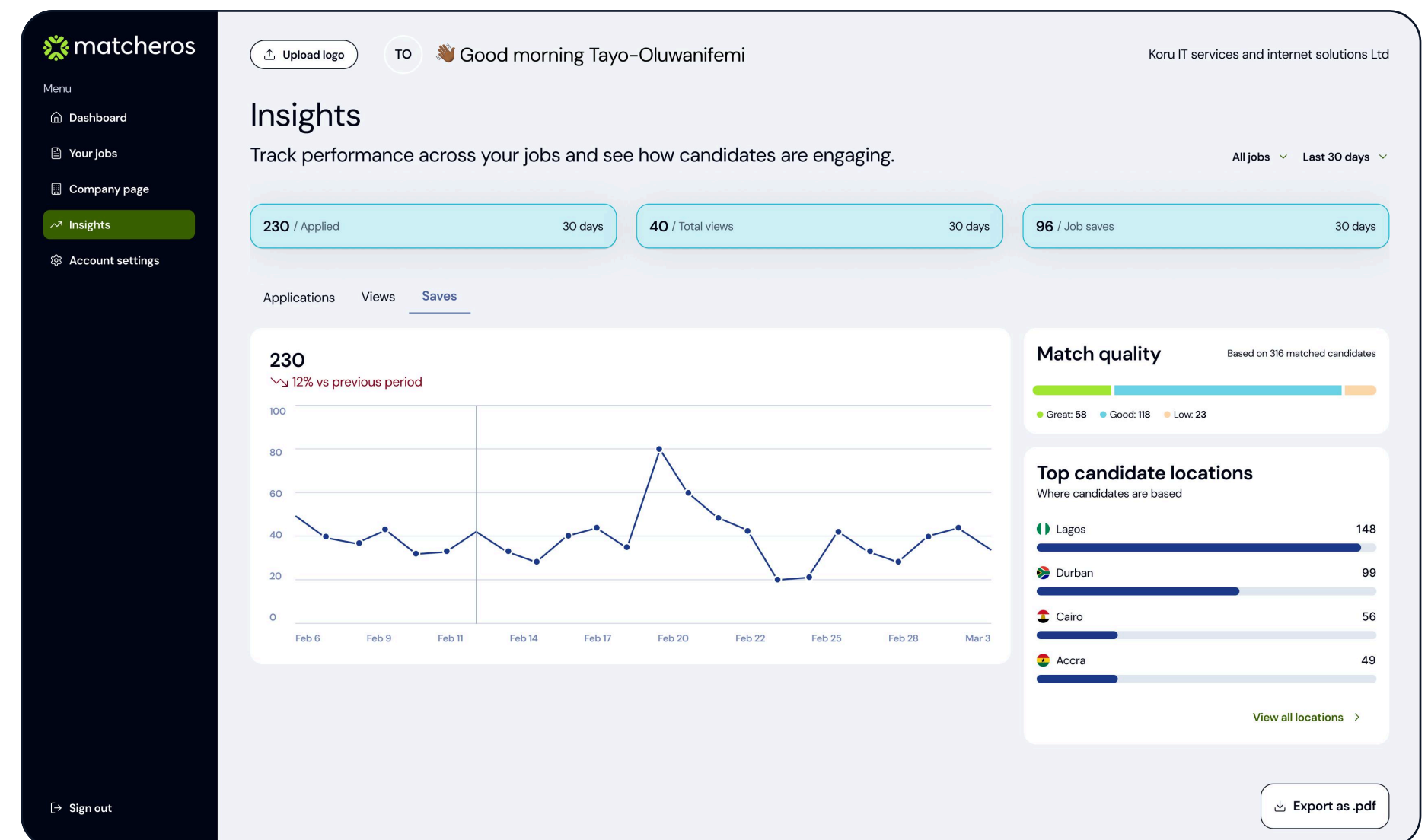
Designing tools that help companies create jobs, manage applicants and interact with candidates across the platform.

### Focus:

- structuring employer job creation flows
- designing company profiles and job listings
- supporting employer–candidate interaction
- enabling scalable hiring workflows

### Impact:

- **defined product direction in a zero-structure environment**
- **established MVP scope and system architecture**
- **aligned design and engineering around a buildable product**
- **introduced AI-assisted workflows grounded in real product value**



## Phase 3

# Employer hiring workflows

This is the product coming together.

The screenshot shows the Matcheros employer dashboard for 'Good morning Tayo-Oluwanifemi'. It features a navigation menu on the left with options like Dashboard, Your jobs, Company page, Insights, and Account settings. The main content area includes a 'Your company is a trusted employer' notification, a profile status of 'Active (Trusted employer) 90%', and an 'Overview' section with metrics for live jobs, brand page views, and match insights. Below this is a 'Steps to earn trusted employer status' section and a 'Jobs overview' table.

Job title	Status	Views	Apply clicks	Saves	Shares	Match quality	Last updated
Senior SEO Manager Remote • Lagos, NG	Live	23	4 (2%)	2	23	Low	October 30, 2025 @ 2:59p 38 days ago
Head of Product Hybrid • Durban, SA	Live	33	28 (80%)	0	21	Good	November 3, 2025 @ 6:43p 8 days ago
HR Manager - Fintech On-site • Johannesburg, SA	Draft	N/A	N/A	0	0	Great	October 30, 2025 @ 2:59p 38 days ago
Data Scientist - Fintech No preference • Johannesburg, SA	Paused	67	50 (65%)	3	4	Great	November 3, 2025 @ 6:43p 8 days ago

The screenshot shows the Matcheros job details page for 'Senior SEO Manager' in Lagos, Nigeria, published on Feb 19, 2026. It includes a 'Match quality' bar chart showing 58 Great, 118 Good, and 23 Low matches. Below this are statistics for total views, applications, saves, and views over a 30-day period. A search bar and filter options are present, followed by a table of 'All your matches'.

Candidate name	Match quality	Status	Location	Experience	Availability	Salary expectations	Actions
Fayosé Adelakin Senior SEO Manager	Low	Applied 2 days ago	Lagos, Nigeria	0-2 yrs	Immediately	Within range	⋮
Jomilo Okoronkwo Senior SEO Strategist	Good	Applied 5 days ago	Lagos, Nigeria	2-5 yrs	2-4 weeks	Within range	⋮
Adekulun Sawande Lead SEO Strategist	Great	Applied 1 week ago	Nairobi, Kenya	5-10 yrs	Immediately	Above range	⋮
Tobiak Oluwemi SEO Team Lead	Great	Saved	Nairobi, Kenya	5-10 yrs	1-3 months	Above range	⋮

Connecting employer workflows with structured candidate data across the hiring platform

# Impact:

- defined product direction in a zero-structure environment
- translated abstract ideas into a clear, buildable MVP
- aligned design and engineering around a shared system model
- introduced AI-assisted workflows focused on structure, not novelty



# TAX SYSTEMS

## Designing complex corporation tax systems for professional users

### Story arc

I worked on corporation tax software used by accountants and finance teams managing complex, multi-entity filings.

The challenge was **translating deeply technical and regulatory requirements into structured digital workflows**, while maintaining accuracy, traceability and performance across large datasets.

Alongside a platform migration from desktop to cloud, I helped define how complex financial data should be structured, navigated and interacted with.

This helped accountants **complete complex tasks with greater confidence and less reliance on manual workarounds.**

## Phase 1

# Migrating legacy tax workflows to a modern platform

I worked on migrating a 20+ year legacy desktop system into a modern cloud platform, translating established workflows into a more scalable and usable structure.

### Focus:

- restructuring legacy workflows for the web
- improving navigation across complex datasets
- modernising high-density financial interfaces

This enabled a transition to a more scalable platform while improving usability and accessibility for users working across multiple entities.

Legacy interface

TCSL Alphalife - [Alphatax Demo Company 2025-26.ctx - 31/03/2026]

	£
Profit/(loss) before tax per statutory accounts	G7 3,126,832
Accounting Non-Taxable Income Deducted Total	B2 (5,598,283)
Accounting Disallowable Expenditure Addback Total	B3 11,848,441
Accounting Allowable Expenditure Deducted Total	B4 (5,337,358)
Revised Figure Before Tax	4,039,632
Non-accounting Taxable Income Additions Total	B5 9,226,938
Non-accounting Allowable Expenditure Deducted Total	B6 (9,634,904)
Adjusted Profit/(Loss)	3,631,666

Navigation pane (left):

- Compliance process
  - Audit trail
  - Claims and elections
  - Review notes
  - Computation summary
  - Profits reconciliation
  - E-Filing
- Corporation tax computation
  - A1 Corporation tax
  - A2 Corporation tax payments
  - A3 R&D expenditure credits - redemption of value
  - A4 Annual investment allowance
  - A5 Taxable total profits
  - A6 Corporate interest restriction
  - A7 Carried forward loss restriction
  - A8 Hybrid and other mismatches
  - A9 Carried forward amounts
- Trading income
  - B1 Part 1 Summary
  - B2 Part 2 Accounting Non-Taxable Income Deduct
  - B3 Part 3 Accounting Disallowable Expenditure Ad
  - B4 Part 5 Accounting Allowable Expenditure Dedu
  - B5 Part 6 Non-accounting Taxable Income Addbac
  - B6 Part 7 Non-accounting Allowable Expenditure C
  - B7 Adjustments analysis
  - B8 IFRS16 spreadi
  - B9 Provisions

Review notes

		Prior year
Turnover	45,864,092	(39,538,012)
Cost of sales	23,760,124	20,482,871
Gross profit	20,482,871	20,482,871
Other income	(86,953)	(74,960)
Less: expenses		
Distribution costs	15,958	12,585
Administration expenses	1,282,571	1,105,667
Management expenses	15,958	12,585
Professional fees	1,000,000	12,585
Insurance		
Office costs	6,216,306	6,216,306
Staff costs	1,000,400	1,000,200
Directors salaries	200,416,386	400,583,094
Repairs and maintenance	16,386	12,660
Utilities	11,123	10,110

Review notes panel (right):

- 20/01/2019 at 11:11pm Profit and loss account • 4 critical
- This is a Footnote #1 long text. It describes something important from the user who leaves it. It describes something important from the...
- Mark as cleared 2 replies

Modern cloud platform

## Phase 2

# Designing high-density financial workflows

I designed interfaces that supported accountants working with complex financial data, including reconciliation, mapping and multi-entity tax submissions.

### Focus:

- structuring large, high-density datasets
- mapping accounting data to tax structures
- enabling contextual review and collaboration
- maintaining traceability across workflows

I focused on making complex relationships between data visible and understandable, reducing reliance on external tools and manual processes.

**This improved clarity and reduced friction in critical workflows, helping users navigate complex tax processes more efficiently and with greater confidence.**

The top screenshot displays the 'Tax Systems' interface for 'Entities (322) Administration' with a date of '31/12/2020'. It features a sidebar with navigation options like 'Administration', 'Balance sheet analysis', and 'Profit and loss accounts analysis'. The main area shows a financial statement for 'London - Fast Flowers' with a table comparing current and prior year figures. The table includes categories like Turnover, Cost of sales, Gross profit, Other income, and Less: expenses (Distribution costs, Administration expenses, Management expenses, Professional fees).

The bottom screenshot shows a workflow dashboard for 'Entities (100) Administration' with a bubble chart and a table of entity tasks. The bubble chart tracks tasks across stages: Create, Data collection, Prep, Review, Sign-off, Review, and Submission. The table below lists entities like 'Fast Flowers Ltd', 'Limited company two Ltd', and 'Limited company three Ltd' with their status, status target, open tasks, health, and filing deadline.

Entity	Entity type	Status	Status target	Open tasks	Health	Filing deadline
Fast Flowers Ltd	COMPANY	Data collection	18th October 2022	6	At risk	23rd December 2022
Limited company two Ltd	COMPANY	Prep	18th October 2022	1	On track	23rd December 2022
Limited company three Ltd	COMPANY	Sign off	18th October 2022	1	On track	23rd December 2022

### Phase 3

# Establishing design system governance for complex workflows

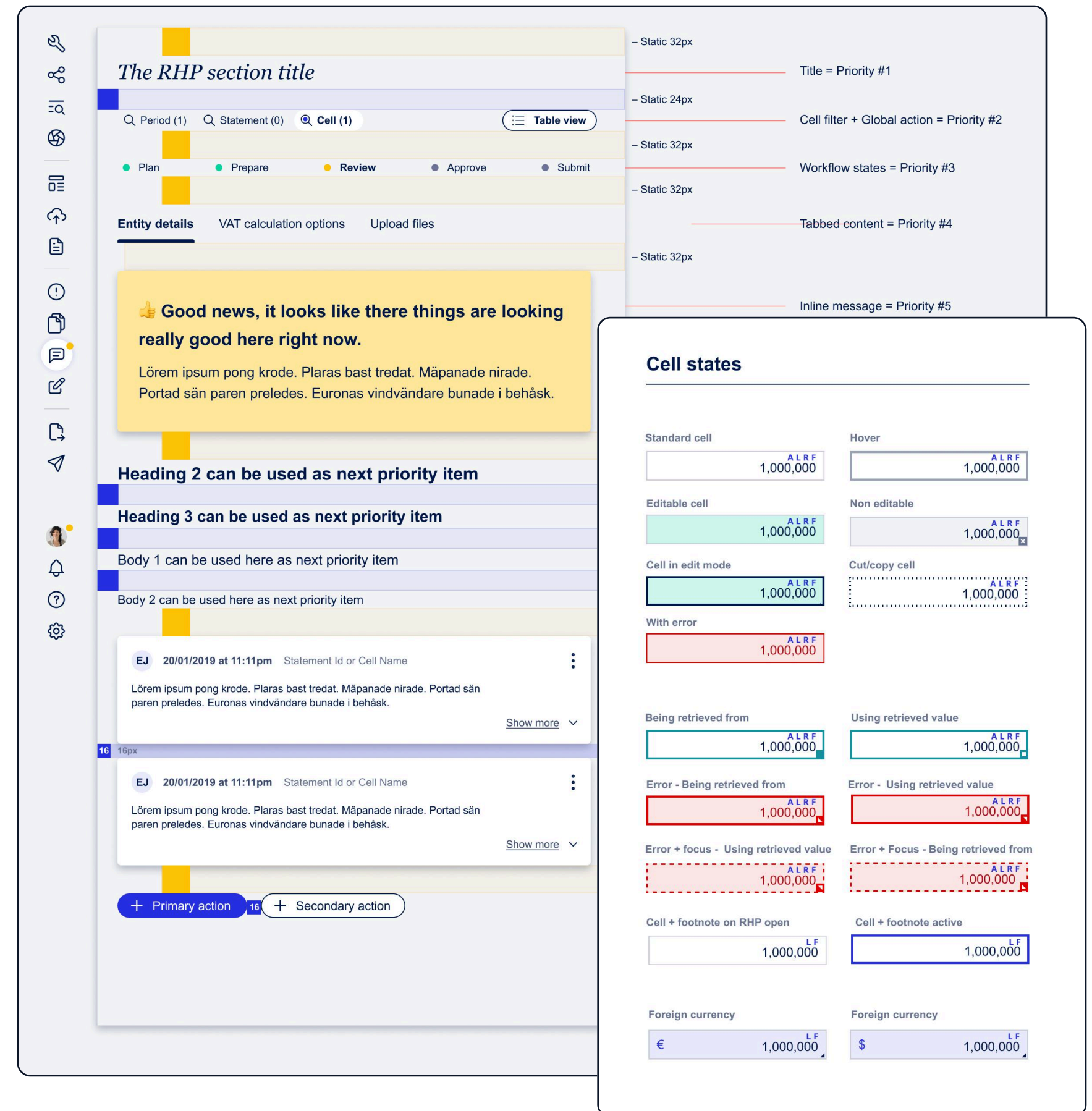
Following the migration, I helped establish the design system to support consistent behaviour across complex financial workflows.

#### Focus:

- defining reusable components for high-density interfaces
- creating patterns for financial data interaction
- supporting consistency across teams and features

I focused on ensuring the system could support both current workflows and future product expansion.

**This enabled more consistent product development and reduced fragmentation across the platform.**



# Impact:

- supported migration of legacy platform to cloud architecture
- improved usability of complex financial workflows, reducing reliance on manual processes
- introduced structure through design system governance

The screenshot displays a financial software interface for 'Tax Systems' with a 'MigrationDemo' workflow. The main view is a 'Profit and loss account' table for 'Blue Horizon Ltd - 31/12/2023'. The table compares current and prior year data across various categories. An 'Audit Trail' panel on the right shows a list of manual edits, including deletions and additions to the profit and loss account.

		Prior year
Turnover	50,726,555	40,245,658
Cost of sales	12,334,567	2,564,561
Gross profit	38,391,988	37,681,097
Other income	-	-
<b>Less: Expenses</b>		
Distribution costs	3,657,890	2,564,878
Administrative expenses	3,112,038	1,112,038
Management expenses	-	-
Depreciation & amortisation	524,030	425,456
Loss/(profit) on disposal of fixed assets	2,202	2,202
Interest payable	74,153	48,654

**Audit Trail**

- 10/08/2025 at 5:51 pm: Value deleted manually in Profit and loss account pl.cos.us: other
- 10/08/2025 at 5:51 pm: Value deleted manually in Profit and loss account pl.cos.us: 50000
- 23/07/2025 at 9:20 am: Value added manually in Profit and loss account pl.cos.us: 50000
- 14/07/2025 at 9:31 pm: Value deleted manually in Profit and loss account pl.cos.us: 50000
- 13/05/2025 at 10:46 am: [Event]



**Thank you**

*Have a nice day*

