

Philip Brumpton.

Product designer in South East London. Designing for the web since 1999, and I still write the CSS. I run VENDUM Coffee, a small-batch roastery in Plumstead, and take on contract product design work alongside it.

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What I do

I design products and then I build them. Not to become an engineer, just so nothing sits waiting for a developer. Figma first, then HTML, CSS and React on the web, and SwiftUI on iPhone and iPad. I've shipped a handful of apps on my own: KeyCut, Who Is My MP?, The Lords, and the VENDUM Coffee app with its App Clip.

In a team I'm the person who frames the problem, runs the research, does the design and presents it to the people who need to say yes. I've done that embedded in squads at Which? and John Lewis for the best part of fifteen years, on replatforms, design systems, subscription pages and accessibility. I know the vocabulary, OKRs and all, but I'd rather talk about what shipped.

Looking for contract or part-time product design work, ideally hybrid in London, that leaves room for the roastery.

Work

VENDUM Coffee
May 2026 to now

Founder

A small-batch roastery in Plumstead. I roast the coffee, sell it at markets in Woolwich and Plumstead, supply cafes and wholesale, and run the online shop. I built the lot: the WooCommerce store, subscriptions on Stripe with Make doing the plumbing, the iPhone app and the App Clip on the back of every bag. It's the first business I've run rather than designed for, and it has taught me more about customers than any research programme I've sat in on.

Which?
Nov 2018 to May 2026

Senior Product Designer

Seven and a half years in a squad working on subscription, member experience and the article platform. The bit I'm proudest of is the Subscribe to Which? page: a full redesign, research-led and mobile-first, that lifted conversion by 14%. I also worked on the article template, the design system, accessibility and how the squads actually worked day to day. As much about framing problems and presenting to senior people as it was about Figma.

John Lewis
Jan 2011 to 2017

Senior Web Designer, then Senior Digital Designer

Led UX and design on the replatforming of johnlewis.com: templates, information architecture, user journeys, and the awkward bit where it all had to fit ATG and CQ5. Shipped John Lewis's first shoppable app on iOS and Android in three weeks before Christmas. Set up a create-once-publish-everywhere workflow for the Edition magazine so it landed on iPad, iPhone, Kindle Fire and Android on the same day. Later ran special projects, mentored the junior designers and signed off the work.

Dods Parliamentary
Communications
Jul 2009 to Dec 2010

Lead Designer

Ran a team of three print and web designers. Pulled a dozen event and brand sites into one consistent look. My first time working with Westminster's material, MPs and peers and select committees rather than baskets and checkouts, and the reason I went back and built Who Is My MP? and The Lords fifteen years later.

Steak Media
2008 to 2009

Freelance Designer

Freelance for a digital agency across London and New York, where I was living at the time, before moving back.

PhotoBox
Nov 2006 to Jun 2008

Lead Designer

Managed and art directed three designers across the e-commerce platform, digital campaigns and print. Keeping a brand consistent when it's printed on mugs as well as rendered in browsers.

Freelance
2001 to 2006

Designer

The dot-com crash took the staff jobs away, so I went freelance: Expedia, Phaidon and Wallpaper, M&C Saatchi, Ogilvy, Dare, WGSN, Proximity, JWT, LBi, Arcadia. Mostly web, some print, and a lot of learning how agencies and in-house teams differ.

eyestorm.com
Apr 1999 to May 2001

Junior Web Designer

An early online art retailer selling limited editions by Damien Hirst, Marc Quinn, Gavin Turk, Grayson Perry and Magnum Photos, with the Saatchi Gallery. My first web job. Tables for layout, Photoshop for everything, and the moment I decided this was what I did.

Skills

Design

Product and interaction design, design systems, responsive templates, information architecture, typography, print, accessibility to WCAG.

Research

Usability testing (usertesting.com), analytics (Google Analytics, Contentsquare), Lighthouse, SEO.

Build

HTML, CSS, React, Tailwind, Astro. SwiftUI, StoreKit, CloudKit, App Clips. WooCommerce, Stripe, Make, Cloudflare.

Tools

Figma, Miro, Jira, ProdPad, Xcode, Adobe Creative Cloud.

Apps

Shipped, solo

KeyCut Final Cut Pro shortcuts on your iPad, fired to your Mac. getkeycut.com
Who Is My MP? Your postcode, your MP, the whole public record. whoismymp.uk
The Lords Find peers by what they know, not where they sit. thelords.app
VENDUM Coffee Reorder beans with Apple Pay in two taps, via App Clip. vendum.coffee
Bikes&.co GPS theft tracker app, and the shop. bikesand.co

Education

Northumbria University
Hoxton Bibliotech

BEng Building Services Engineering, Newcastle.
HTML and CSS. Most of the rest by doing it.
