

Ed Key

Product leader, designer & founder. I help teams decide what to build and why.

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EXPERIENCE

Founder & CEO, Waxly Jun 2025 — present

- Raised £150,000 by pitching, and set product direction for a vinyl marketplace built around discovery rather than search.
- Hired and led a team of four, deciding what got built and when. Shipped to both app stores and the web from a standing start.
- Onboarded 40,000 records by working directly with record stores, and brought on the first 500 users.

Product Designer, Caxton Feb 2024 — Jul 2025

- Led the product function through a transformation programme in a legacy fintech environment.
- Took on a 34% drop-off in registration — ran five usability tests and reviewed 100 session recordings to trace where people were losing their way.
- Rebuilt the flow around what compliance actually required, and reframed identity verification as a next step rather than a failure.
- [Add the outcome number here — it's the strongest line on the page.]

Product Designer, Blackbullion Jul 2021 — Jun 2023

- [Two or three lines. What you owned, and what changed because of it.]

EARLIER	Cultivo	— Product Design	2020 — 2021
	Ford Motor Company	— Design	2020
	General Assembly	— UX Design Immersive	2019
	HeadBox	— Host Acquisition	2018 — 2019
EDUCATION	University of Leeds	— BA History of Art	Graduated 2018