
Experience

Lead Product Designer - Marshmallow Insurance (Jul 21 - Present)

Marshmallow are reimagining insurtech through an improved end to end customer experience that helps cover previously underserved communities. A high growth, data driven company valued at \$1.25 billion.

App team lead (Aug 22 - Present)

Managing core design work streams to optimise our app to meet company objectives across engagement, cost to serve, claims and retention.

- Launched a new app based insurance product from conception to release in 7 months, already acquired thousands of customers successfully in a new target segment
- Increased weekly active users from 55% to 86% through engagement strategies
- Delivered improved self service features to reduce live chat queries to operations by 16%
- Increased retention by 3% through intercept journeys to offer incentives to renew

Growth team lead (Jul 21- Jun 22)

Responsible for leading acquisition initiatives and to optimise our sign-up flow to increase conversion across the end to end funnel.

- Increased click to pay by 5% through data driven A/B testing
- Increased our risk free income by 12% by delivering new insurance tiers, add-ons and flexible payments options
- Decreased cancelation rate by 4% through optimisations in managing customers expectations

Senior Product Designer - Sainsbury's Digital (Aug 2020 - 2021)

Led product strategy, design and development in Sainsbury's Commercial Colleague & Supplier division.

- Scoped long term initiatives to build product roadmaps and define our H1/H2 product strategy
- Identified new revenue streams through insight driven research studies that created propositions for our customers by harnessing the power of our data
- Introduced hypothesis driven testing into the everyday design process to ensure we had key measures in place for experiments in order to track success
- Mentored multiple design team members and setup new ways of working within our wider domain
- Delivered an streamlined supplier onboarding process that increased setup efficiency by 22%

Senior Product Designer - Wongdoody (Sep 2018- Jul 2020)

Infosys customer-centric digital transformation studio where I have worked across a range of industries and clients including BT, Roland Garros, BP and Shell.

- Managed and facilitated design thinking workshops to bring alignment on project vision across multiple teams of stakeholders
- Launched new products to global markets on platforms servicing over half a million customers
- Onboarded and line managed junior designers, providing continual support and mentoring
- Defined key success metrics early in projects to gain team consensus and clear progress tracking
- Founded an in house accelerator programme to provide our services to start-ups
- Produced UI assets, design libraries and design systems from the ground up

Product Designer - RFE International (2014-16)

RFE is the Global Licensee for Adidas Training and Reebok Fitness products. I managed the new product development process, working directly with both Adidas and Reebok international teams. Delivering over 80 new products to market including Adidas's first cardiovascular range.

Co-founder & Designer - Zest Design Consultancy (2013-14)

Zest provides creative solutions to a range of clients. We provided design thinking workshops, product strategy, feature development scoping and a host of market/trend research across a host of industries.

Skills

Product strategy	Process mapping	Storytelling / Playbacks
Scoping & Roadmap creation	Task flows	UX writing
Project management	Ideation	Design systems
Product optimisation	Feature prioritisation	Prototyping
User research	A/B testing & validation	Visual / Brand Design

Education

- ADPlist - Design Mentor - Mentoring designers to grow their skillset and empower their development
- The Power Business School - MBA, Business strategy, Innovation & Digital transformation
- The University of Brighton - Product design (Grade: First Class Honours)
- A Levels - ABB / GCSE - 10 (A - C) Grades Rickmansworth School

Interests

- Two time Marathon runner and counting (One every 10 years so far)
- Keen tennis player and former tennis coach many years ago
- Love to travel, aim to visit at least one new country every year. Currently up to 38
- Amateur but enthusiastic carpenter, my next project is to assemble a patio seating area!