WILL THOMPSON

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Professional Summary

Product Designer with over five years' experience working across B2B and B2C products, specialising in research-led design and complex user journeys. Known for balancing user needs with commercial constraints, influencing product direction through insight, experimentation and clear design rationale. Comfortable operating at senior level, from early discovery through to delivery and optimisation.

Recent Experience

Senior Product Designer
July 2023 - present | UniHomes | Sheffield

Led product design across UniHomes' B2C student platform and B2B letting agent tools, owning discovery through delivery in a complex two-sided marketplace.

Key achievements:
- **Partnered with Product and Engineering leadership** to shape the product roadmap, ensuring design decisions aligned with commercial priorities and long-term platform strategy.
- **Led design across cross-functional teams, partnering closely with PM, Engineering and QA**, fostering a user-centric design culture across the organisation
- **Engaged with C-level executives and senior stakeholders** to shape design initiatives that support company goals, **delivering clear, data-driven presentations to secure buy-in for key design strategies**
- Drove the redesign and launch of the B2B letting agent portal, resulting in a **14.7% increase in active users within five months**
- Delivered incremental optimisation work that increased **broadband up-sell conversion by 13%**, balancing quick wins with longer-term UX improvements
- **Led discovery and design** for a new property search experience, **improving search-to-enquiry conversion to 75%**
- **Facilitated research, discovery and product workshops with stakeholders**, translating insights into prioritised, testable solutions
- **Established and maintained the UniHomes design system**, improving consistency and reducing design-to-development friction

UX Designer, then Mid-Weight Product Designer
July 2021 - April 2023 (redundancy) |The Modern Milkman | Manchester

Product designer on a high-growth, eco-focused e-commerce platform, contributing across customer, driver and international expansion experiences.

Key achievements:
- Redesigned customer onboarding flows, contributing to a **38% increase in user growth**
- Led the redesign of the checkout experience, **reducing friction and contributing to a measurable decrease in cart abandonment**
- **Owned UX design for the driver tool**, improving usability for operational teams and delivery partners
- **Developed and ran A/B tests** to validate design decisions, using results to influence prioritisation and roadmap decisions
- **Established a scalable design system**, improving consistency and reducing design-to-development handover time
- **Led UX strategy for the company's launch into the French market**, supporting early engagement and adoption in the first quarter post-launch

Skills

Product & UX
Product design (B2B & B2C)
User research & discovery
Complex user journeys
Information Architecture
Interaction design & prototyping
Usability testing & experimentation
Accessibility-informed design

Product Delivery & Impact
End-to-end design ownership
Design systems & scalable UI
Conversion optimisation
Data-informed decision making

Tools
Adobe Creative Suite
Figma
Framer

Education

The University of Manchester
BA(Hons) Ancient History & Archaeology
2.1

BCS
BCS Foundation Certificate in UX

SCRUM.ORG
Professional Scrum for Software Development

Other Experience

UX/UI Designer
July 2020 - July 2021 | POWWR | Manchester

UX/UI designer at a SaaS energy platform, acting as primary designer on CRM-related initiatives.

Key achievements:
- Led design work on a major CRM redesign, working closely with Product and Engineering to improve usability and scalability
- Established a centralised component library to support consistency and faster delivery across CRM features
- Helped modernise design workflows and tooling as the product and team scaled

Graphic Designer
December 2017 - June 2020 | Nationwide Vehicle Contracts | Manchester
- Produced digital and print assets for marketing and web, including landing pages, email templates and campaign materials
- Collaborated with marketing and web teams to support lead generation and campaign delivery
- Built and maintained a shared asset library to improve efficiency and consistency
- Contributed to early motion and video assets for digital channels

Student Support & Engagement Assistant
December 2016 - December 2017 | The University of Manchester | Manchester

- Designed digital and print materials to support student engagement and wellbeing initiatives
- Improved usability of the Student Support website through UX mockups and front-end updates
- Supported campaigns that drove over 15,000 website conversions via social media and digital channels

Founder and Freelance Designer
Alongside full-time roles | Will Thompson Design | Remote

- Delivered UX, UI and visual design projects for early-stage startups and small businesses
- Worked directly with founders and stakeholders to define requirements and deliver design solutions
- Managed projects remotely across time zones, from initial briefs through to handover

Some of my interests

Gaming   Music   Cycling   Adventuring