



WILL THOMPSON

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Professional Summary

A seasoned Product Designer with over five years of experience in UX/UI and Product Design spanning various industries.

My background in research and Graphic Design allows me to create innovative, user-centric solutions that seamlessly blend aesthetics with functionality. I excel in collaborating with diverse teams, championing ideas that integrate user insights, business goals, and modern design principles. I believe great product design is where research meets empathy, and I consistently deliver high-quality design work that drives increased user satisfaction and business success.

Skills

Product Design
User-centered design
UX/UI Design
Responsive app design
HTML & CSS
Mockups and prototypes
Information Architecture
Design systems
Multidisciplinary collaboration
Project management
Team management
Usability testing
A/B Testing
Accessibility
Communication
Design Leadership
Design Strategy

Software

Figma
Framer
Adobe XD
Illustrator
Photoshop
InDesign
Premiere

Education

The University of Manchester

BA(Hons) Ancient History & Archaeology
2.1

BCS (The Chartered Institute for IT)

BCS Foundation Certificate in UX

SCRUM.ORG

Professional Scrum for Software
Development

Recent Experience

Mid-Weight/Senior Product Designer

July 2023 - present | UniHomes | Sheffield

At UniHomes, I led the Product Design function for our B2B and B2C offerings in the UK student rental market. I also led customer research, workshops, and product development and oversaw the end-to-end design process.

Key achievements:

- **Collaborated** closely with product management to define the roadmap, ensuring design alignment with long-term business objectives and market trends
- **Led a cross-functional design team** (PM, engineers, QA), providing strategic direction on UX/UI best practices and 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**
- **Led the redesign and launch of an acclaimed B2B portal** for letting agents, leading to a **14.7% increase** in active users in less than five months
- Redefined project workflows, **increasing team efficiency** and design output
- Mastering short, quick wins, such as **increasing up-sell conversions by 13%**
- **Led product workshops**, research and discovery sessions
- Created and managed the UniHomes **design system**

UX Designer, then Mid-Weight Product Designer

July 2021 - April 2023 (redundancy) | The Modern Milkman | Manchester

I redesigned the onboarding and checkout processes at The Modern Milkman, an eco-conscious e-commerce platform. I was also the lead designer for the driver tool and led the Product Design effort for international expansion.

Key achievements:

- Streamlined customer onboarding, **increasing growth by 38%**
- Oversaw and **managed the end-to-end design process**
- **Redesigned the checkout process**, leading to a reduction in abandoned carts
- Developed and **implemented a comprehensive A/B testing strategy** that informed high-level design decisions
- Played a crucial role in aligning product design decisions with business KPIs, influencing company-wide shifts toward **user-centred design methodologies** and increasing overall customer satisfaction.
- **Established a scalable design system**, reducing design-to-development handover times and ensuring consistency across multiple products.
- **Led the UX design strategy** for the company's entry into the French market, increasing user engagement within the first quarter post-launch.

Other Experience

UX/UI Designer

July 2020 - July 2021 | POWWR | Manchester

At POWWR, a SaaS company providing energy software for brokers and suppliers, I played a key role in the CRM redesign and was the primary designer for all CRM projects.

Key achievements:

- Acted as a **key liaison between design, product management, and development** teams to ensure smooth integration of design initiatives into overall product strategy.
- Championed the creation and use of a centralised **component library**
- Encouraged the **modernisation of Product Design workflows** and software

Graphic Designer

December 2017 - June 2020 | Nationwide Vehicle Contracts | Manchester

- Created captivating **graphics, illustrations, and infographics** for web and print
- Designed **visually striking web pages** and email wireframes
- **Created and managed an extensive asset library**
- Applied **project management skills** to ensure creative efficiency and seamless collaboration
- Contributed **creative insights for marketing campaigns**
- Developed **video editing and animation resources**

Student Support & Engagement Assistant

December 2016 - December 2017 | The University of Manchester | Manchester

- Developed **collateral for web and print**, ensuring relevance through detailed research and analysis
- Improved the Student Support website's **user experience** by designing mockups and implementing front-end updates
- **Spearheaded well-being campaigns**, boosting engagement through strategic planning
- **Partnered with university teams to drive over 15,000 website conversions** via social media channels
- Led **multimedia initiatives**, reducing in-person appointments while increasing online engagement for at-risk students

Freelance Designer

January 2015 - present | Various clients | Remote

As a freelance designer, I have specialised in **user-centred design**, optimising **efficiency and stakeholder collaboration** processes, **managing diverse design projects**, and conducting **remote meetings across time zones** to deliver cohesive visual identities and user-centred interfaces.

Some of my interests



Gaming



Music



Cycling



Adventuring