

Oliver Goodman

Product Designer - Available immediately

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Portfolio: olivergoodman.framer.website

Product designer with 3+ years leading **B2B** and **B2C** acquisition work and 6+ years across product, visual and graphic design. Lead and sole designer in a cross-functional squad, combining **analytics, user research, testing and experimentation** to shape roadmaps and improve conversion across products supporting 1M+ users and 1,000+ veterinary practices.

EXPERIENCE

Independent Product Designer / Creator | The Unlimited Bookshop | June 2026 - Present

- Took [The Unlimited Bookshop](#) from 0-to-1, a B2C book-discovery product. Designed the end-to-end product and directed **AI-assisted development using Claude and Codex**. Created an admin portal to manage a catalogue of 35k+ books and make complex tasks easier to fulfil. This project went live in August 2026.

Travel / Career Break | May 2025 - July 2026

Product Designer | IVC Evidensia | Jan 2022 - May 2025

- Led acquisition design as the squad's sole designer across web, native iOS and progressive web app experiences. **Increased pet registrations by 21%** against a 20-practice control group in a three-month pilot by **redesigning the complete website template, registration and booking journeys, navigation, and signposting**. Partnered with a Product Manager, Tech Lead and developers to influence roadmaps, set OKRs and define success metrics.
- **Increased total Pet Health Club plans sold by 16%** compared with the previous three-month period by clarifying the proposition and navigation and strengthening SEO-led acquisition funnels.
- **Cut unnecessary phone calls to veterinary practices by 32%** and **saved the Content Team up to 4 hours per week** by reducing low-value pages on the veterinary practice sites.
- Designed the onboarding flow of the iOS native app to verify the client details **leading to a database of approximately 1 million verified client accounts**, enabling secure communications and data sharing to verified clients.
- **Improved client engagement and retention of Pet Health Club customers by 9%** by surfacing client benefits and highlighting total savings through an interactive savings feature in the iOS app.
- **Owned and oversaw a WCAG AA design system** of around 40 atoms, molecules and organisms used by four teams, **reducing inconsistencies, saving development time and enabling faster releases**.

Visual Designer | IVC Evidensia | Jul 2019 - Dec 2021

- Led the UI design on the My Family Vets sites and contributed substantially to the UX, **increasing online bookings by 12%**.

Previous roles: **Junior Graphic Designer** | IVC Evidensia | Oct 2018 - July 2019

EDUCATION

City of Bristol College | Graphic Design with Interactive Media | 2016 - 2018

SKILLS

Product design: Product discovery, UX and UI design, information architecture, user journeys, wireframing, prototyping, design systems and WCAG AA accessibility.

Research and experimentation: Product analytics, user research, interviews, usability testing, surveys, pilot testing, A/B testing, experiment design, qualitative and quantitative research.

Strategy and delivery: Product strategy, scoping, OKRs, cross-functional collaboration and Figma.

Domains: Conversion optimisation, acquisition, subscription products, e-commerce, B2B, B2C, customer journeys, funnel optimisation and SEO.