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Password: KarineTardivel29

Education

- **Master's Degree, Art Direction & Graphic Design** Kedge Design School | 2006 – 2008, Toulon, France
- **Bachelor, Corporate Communication (BA Hons)** Lycée Jeanne Perimond | 2004 – 2006, Marseille, France
- **A Levels with Honourable Mention** Lycée Rayouard | 2001 – 2004, Brignoles, France

Languages

- **English:** Fluent
- **French:** Native

Karine Tardivel

Product Design, UX & Team Leadership

Principal Product Designer with **16+ years of experience**, specialising in **discovery, UX strategy and end-to-end product design**. I embed into product teams to solve complex problems, raise the bar on craft, and help teams make better decisions faster.

Available for contract outside IR35.

Key Highlights

- Asda loyalty app — **5M+ users, £100M+** in rewards delivered
- Lookers — purchase journey cut from **4 hours to 1 hour** (Online CX Award 2022)
- **Led a UX team of 37 people** through a large-scale platform transformation
- **Built UX functions from scratch** — frameworks, hiring, and design systems
- **16 years of experience across B2C and B2B**, agency and in-house, contract and permanent

Experience

Betfred • Product Design Consultant

October 2025 - April 2026 • Contract, outside IR35

- **Led redesign** of promotion experience — **adopted across the entire platform.**
- Strategic partner to Head of Product Design: **mentoring designers and embedding user testing culture.**

William Hill • Product Design Consultant

Mar 2025 – Sep 2025 • Contract, outside IR35

- Led full redesign of the Betslip — the most critical component of any Sportsbook product.
- **Brought clarity and structure to a complex, fast-moving initiative across design, product, and engineering.**
- Foundations continued to shape the product long after contract ended.

Sky Betting & Gaming • Head of Product Design

Aug 2023 – Nov 2024 • Permanent

- **Led a team of 37 through large-scale tech transformation** — multi-brand re-platforming via a scalable white-label design system.
- **Defined UX vision and strategy**, scaled design operations, and **embedded data-driven decision-making** across the function.
- **Implemented competency framework**, hired service designers and UX writers, drove A/B testing and usability research culture.

Skills & Tools

- **Design:** Figma · Interaction Design · UI Design · Prototyping · Rapid Validation · Design Systems
- **Leadership:** Team Scaling · Competency Frameworks · UX Vision & Strategy · Stakeholder Influence
- **Research:** User Research · Usability Testing · A/B Testing · Growth & Experimentation
- **Process:** Agile · Cross-Functional Collaboration · Customer-Centric Design · Data-Driven Design
- **Experience:** SaaS · Multi-Sided Marketplaces · B2C · Enterprise
- **AI:**
 - **Claude**
(workflow & Research analysis)
 - **Lovable**
(ideas into tangible products)
 - **Figma Make**
(micro-interactions)

AND Digital • UX & Design Practice Lead → Principal → Lead (Promoted twice)

Oct 2020 – Aug 2023 • Permanent

- Progressed from Lead to Practice Lead in under 3 years, **owning the full UX function.**
- Asda loyalty app — **5M+ monthly users, £100M+ in rewards delivered** (Tech Team of the Year)
- Lookers — **cut online purchase journey from 4h to 1h** (Online Customer Experience Award 2022).
- Built competency framework and mentorship programme to scale UX capability.

CAVU • Lead Product Designer

Aug 2019 - Oct 2020 • Permanent

- **Defined UX and product strategy across five product teams** — A/B testing, usability research, iterative delivery.
- Launched airport travel product MVP validated through real-world usability testing.
- Built scalable design system ensuring consistency across multiple products.

Earlier Experience

Cube3 Digital • Head of UX & Design

Mar 2017 – Aug 2019 • Permanent

Mobedia • Head of Design → Senior Visual Designer

Mar 2025 – Sep 2025 • Contract, outside IR35

Fanatics • Multilingual Creative Designer

Apr 2013 – Dec 2013 • Permanent

Brother International Europe • Creative Design / Art Director

Jul 2010 – Apr 2013 • Permanent