

Rebecca Smeeth

Product Design Leader shaping digital products at scale, integrating propositions into core journeys to drive growth through engagement, adoption and customer value.

Senior Product Design Manager

Tesco, 2022 – Present

Leads design across Clubcard, shaping customer journeys at scale and integrating propositions to drive engagement and value for 15M users.

- Embedded a portfolio of propositions (pricing, savings, gifting) into core shopping journeys, increasing cross-proposition engagement
- Led the launch and scaling of Your Clubcard Prices across app, online, in-store and checkout journeys
- Drove adoption across propositions through A/B testing and iterative optimisation of discovery and placement within high-frequency journeys
- Led design for new propositions including Gifting and Savings Pots, shaping and scaling them into live customer experiences
- Extended Clubcard to new customer segments, including a digital-first experience for 16–17-year-olds under strict regulatory constraints
- Led a multidisciplinary team of designers, researchers and writers, raising design quality and aligning delivery across 6+ squads

Impact

- £3.16m generated across 13 campaigns (7M+ reach)
- 8M+ customers reached, driving CSAT to 92.5% (+10.3% interaction)
- 100% uplift in Reward Partner search usage (~65k additional orders)
- Increased digital scanners from 3.9M to 6.5M (+2.6M)

Senior VP UX Designer

J.P. Morgan, 2021 – 2022

Designed complex dashboards enabling network managers to assess and manage risk when moving money across global financial networks.

- Defined interaction models and data visualisation approaches to improve clarity and decision-making in high-stakes environments
- Embedded design within a 70+ person cross-functional programme, aligning product, engineering and operations
- Shaped product direction in areas where requirements were not yet fully defined, working within complex and regulated systems
- Identified and prioritised usability improvements through research, analysis and stakeholder collaboration

Contact

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Skills

- Product and proposition strategy
- Ecosystem design and journey integration
- Service design and transformation
- Design leadership and team development
- Experimentation and data-informed decision making
- Clarity in ambiguity
- Cross-team alignment
- Performance and progression
- Neurodiversity advocacy (Volunteer Lead)

Education

Interaction Design Expert,
Nielsen Norman Group

BA (Hons) Human Resource
Mngt, Southampton Solent

HND Graphic Design,
Northbrook College

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Lead Product Designer

Three, 2018 – 2021

Led design across Three's core digital products, including the utility app (5m users) and loyalty platform, improving conversion, customer experience and operational performance during a period of rapid growth.

- Owned end-to-end experience across onboarding, account management and loyalty journeys
- Diagnosed and prioritised issues using analytics, user research and call centre data
- Redesigned key journeys including registration, billing and allowance management
- Built a scalable design system and component library to improve consistency and speed of delivery

Impact

- £110k+ monthly cost savings from improved registration and login journeys
- 50,000 reduction in call centre contacts per month
- 121% increase in registration conversion
- +14 point increase in NPS through simplified and accessible journeys

Senior Product Designer

Vodafone, 2017 – 2018

- Designed end-to-end web and mobile journeys for Vodafone's customer website, supporting device launches, broadband and PAYG products
- Worked across multiple squads in an agile environment, delivering responsive, mobile-first experiences
- Improved journeys using research and data, contributing to measurable performance improvements
- Contributed to scalable UI patterns and design consistency across the platform

Design Contractor

Product, Digital & Brand, 2009–2017

Built a broad foundation across digital product, brand and campaign design, working across agency and in-house environments in telecoms, fintech, retail and automotive.

- Delivered web and digital design across multiple organisations, spanning campaigns, platforms and early product experiences
- Worked across a variety of clients and teams, adapting to different delivery approaches and business contexts
- Developed capability across UX, UI and brand, creating journeys, responsive platforms and design systems
- Clients include Standard Life, Audi, Fiat, Jeep, Volvo, GAME, plus a range of agencies and product teams