

SAM WILDE

Product Design

07445457021

sam_wilde21@hotmail.co.uk

linkedin.com/sambwilde

Experience

Swelly LTD

2024 - Present

Independent designer working hands-on across product UX, CRO, design systems and brand. Designed compliance-heavy onboarding for Saible and a B2B member dashboard for NRLA alongside a new information architecture, guided by tree testing, led a CRO programme for Pure Pet Food. Built The Beard Struggle's design system. Worked with numerous founders to launch MVP's.

DAZN

Senior Product Designer

2021 - 2024

Led the design of DAZN's tiered pricing model across five countries, enhancing the experience for sports fans worldwide by enabling seamless plan discovery and management. As part of this I coordinated and collaborated with a cross-functional design team to deliver comprehensive UX/UI and research across TV, native mobile and web platforms. Delivering a new architecture of entitlements that would lead DAZN to revenue.

Delivered the largest sporting migration in history, successfully transitioning 2 million NFL fans to the DAZN platform while also developing high-conversion purchase funnels to drive new user acquisition.

Designed new sign-in and sign-up journeys for the Android TV launch, optimising user experience for a smoother onboarding process. Alongside partnerships with Amazon Prime in key markets such as Japan.

Managing and mentoring of mid weight and junior designers.

Wilko

Lead UX/UI

2020 - 2021

Led the redesign of the global navigation. Produced UX/UI for an industry leading fulfilment experience including click & collect. Working across multiple transformational projects whilst implementing new ways of working & embedding a research led culture with focus on taxonomy testing.

WBA

UX/UI Designer

2017 - 2020

Delivered a component library for the Adobe CMS replatform with a focus on personalisation. Collaborated on a new digital design language with the team, translating the new Boots branding into digital. Embedded a test & learn lifecycle & internal usability testing. Also; redesigned shop pages, integrated algolia search, designed flows for the advantage card app & checkout, owned taxonomy governance. All of which was working closely with scrum teams in an agile environment.

UNiDAYS

UX/UI Designer

2015 - 2016

Introduced regular usability testing & research sessions with colleges enabling UNiDAYS to test with their target audience frequently. Facilitated persona interviews & usability sessions. Produced UX/UI designs for native app & responsive website.

Boots UK

UX Designer

2013 - 2015

Replatform of the responsive website designing mobile first. Tested products through card sorting & usability testing. Documented and championed UX best practice & templates across customer experience team. Facilitated workshops and designed campaign pages from Christmas to 50 shades of grey!