

Lara Santos

Product Designer + London

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Product Designer with 5+ years shaping AI-powered, regulated, and growth-focused products across B2B and B2C products from early-stage discovery through to launch. I bring a research-led, strategic approach to complex problems.

EXPERIENCE

Product Designer - Welcome to the Jungle

December 2024 - Present

[AI solutions](#) [B2B](#) [SaaS](#) [Marketplace](#) [1.5 years](#)

Designing people-first, AI-powered solutions that simplify and speed up the hiring experience for companies and job seekers through a new ATS product.

- Led end-to-end design for a new ATS product, driving the one-platform strategy from concept through discovery to launch - unifying global products and improving customer retention.
- Shaped product strategy by leading discovery initiatives that surfaced global user needs and business opportunities through research, data analysis, and competitor benchmarking.
- Partnered with PMs and engineers to prioritise features and translate beta user insights into actionable solutions, improving product-market fit by 27%.
- Contributed to a design system overhaul alongside the core team, testing and shaping visual and functional improvements including the introduction of a token system while independently building complex components that extended the system's coverage.
- Delivered high-fidelity prototypes that secured stakeholder buy-in, influenced product direction, and accelerated key delivery decisions.
- Redesigned internal tooling and workflows using data-driven insights, cutting job processing time by a third.

UI/UX Designer - Urban Jungle Insurance

September 2021 - December 2024

[Insurtech](#) [Growth](#) [B2C](#) [3.3 years](#) [Promoted to Mid weight - Jan 23](#)

Designing accessible, customer focused solutions to improve and launch insurtech regulated products for home, car and travel. Turning complex problems into seamless journeys customers and partners trust and love.

- Redesigned complex regulated conversion journeys into intuitive, step-by-step flows customers could complete in minutes, including the end-to-end travel insurance purchase journey.
- Led a white-label partnership with Co-op Insurance to build a branded renters product, adapting our flagship patterns to the Co-op UI library while maintaining consistency and quality.
- Designed and launched high-impact experiences across multiple product lines, including new insurance products, pricing journeys, renewals, claims, cancellations, and partner integrations - improving ATV, retention, conversion, and winback rates.
- Built a behavioural analytics tool using GA and Hotjar data to deepen understanding of our customer base, defining hypotheses that fed directly into experimentation and iteration cycles.
- Co-led a brand refresh with the Marketing team and an external agency, owning the evolution of the design system and improving visual consistency, accessibility, and development velocity across teams.



User-centric

Able to empathise and balance user and business needs



Inquisitive

Motivated to dig deep, ask questions and find solutions



Design nerd

Obsessed with design trends, processes and innovation.



Agile

Flexibility to re-prioritise in fast paced environments

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EXPERIENCE

Digital and Marketing Assistant - Bright Futures 4 All

April 2021 - September 2021

Education Funding Social media 5 months

Improving SEO, traffic and engagement by managing the website and social media account while building the visual brand and tone of voice.

- Led a digital re-design project and created a marketing strategy that boosted traffic and engagement while setting SEO foundations.
- Collaborated with the founder to create polished branded presentations that led to funding and donations from trustees and a partnership with Nationwide Building Society.

EDUCATION

University of the Arts London - Illustration and Visual Media

September 2017 - June 2020

Graduated with honours and gained extracurricular certifications from Adobe for motion graphics and Illustration.

Wrote a first-class thesis on the impact of gender and sexuality in animated shows.

Current toolkit



Designing experiences, interfaces and workshops. Maintaining design systems.



Ideating, test proofing ideas and accelerating manual processes like product testing.



Collecting insights and user testing experiences. Monitoring needs and sentiment.



Analysing quantitative data and monitoring feature and tests performance.

Check out my case studies to see it in action:

