

Rebecca Smeeth

Design leader with 20+ years' experience building and running teams across telecoms, retail and financial services. I help organisations get clear on customer needs, sort out how teams work, and turn strategy into results. I currently lead an 11-person team across Tesco's Clubcard portfolio, serving 17m+ customers at 93% CSAT.

07789 446237 • hello@rebeccasmeeth.com • Portfolio • LinkedIn

2022 – Present, Tesco Clubcard

Senior Product Design Manager

Shaping how Clubcard value is surfaced, experienced and delivered across Tesco's digital channels. Building shared design foundations and reusable capabilities that let propositions scale consistently across a growing portfolio.

- Led and developed a multidisciplinary team of 11 across 6 squads
- Defined shared design frameworks and reusable loyalty capabilities, improving consistency and speeding up delivery across propositions
- Grew the Reward Partners programme to 700k+ customers, contributing to Clubcard's engagement and value strategy
- Scaled Tesco's Delivery Saver subscription to 690k subscribers, 90% retention and £14m in annual sales
- Shaped Clubcard's evolution into a connected portfolio of 14+ rewards, savings and personalised propositions
- Led design across key propositions including Your Clubcard Prices, Missions, Christmas Savers and Coupons
- Exploring applications of AI in design workflow and delivery

17.3m

digital Clubcard users,
up 1.4m YoY

93%

Digital Clubcard CSAT

#1

UK loyalty scheme for
customer retention

#3

in UK App Store
shopping charts

2021 – 2022, J.P. Morgan

Senior UX Designer (VP)

Improved risk operations design across a platform supporting over \$1tn of daily financial activity, within J.P. Morgan's Digital Securities Services business and award-winning design organisation.

- Defined interaction models and data visualisation for complex risk workflows, improving clarity and decision-making
- Shaped product direction in a fast-evolving space, working with stakeholders to define requirements as they emerged
- Prioritised usability improvements through research and close stakeholder collaboration

\$1tn

Daily financial
activity supported

2018 – 2021, Three

Lead Product Designer

Led design across Three's core utility and loyalty apps, used by 5m customers, through a period of surging demand as COVID closed retail stores. Rebuilt registration, billing and allowance journeys, and introduced Three's first design system.

- Redesigned registration and login, taking successful sign-up from 19% to 71% in three months and cutting complaints by 50,000/month
- Restructured the billing experience, testing 3x clearer previous designs
- Redesigned the allowance/upgrade flow, doubling conversion and enabling 6 new product launches

£100k+

operational savings

+14%

Increase in NPS

2017 – 2018, Vodafone

Senior Product Designer

Designed end-to-end web journeys for Vodafone's B2C site in an agile squad, covering device launches, broadband and Pay As You Go propositions.

- Delivered high-profile device launches including the Apple Watch Series 4 and Samsung S9
- Redesigned an underperforming iPad and tablet landing page, diagnosing high drop-off through analytics and rebuilding around clearer product discovery
- Built the Pay As You Go hub page to clarify the proposition and support decision-making
- Applied atomic design principles to create a consistent, accessible UI system
- Worked closely with a UX researcher to iterate from user feedback

2009–2017, Various in-house and agency roles

Design Contractor

Designed products, services and customer journeys across a range of industries and business models.

- Adapted quickly to different teams, delivery approaches and organisational contexts
- Built experience across UX, UI, service design and design systems
- Clients included Standard Life, Audi, Fiat, Jeep, Volvo, GAME and multiple agency partners

Contact

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Certifications

Interaction Design Expert,
Nielsen Norman Group

BA (Hons) Human Resource
Mngt, Southampton Solent

HND Graphic Design,
Northbrook College

Skills

- Experience design
- Testing and iteration
- Design operations
- Portfolio management
- Product strategy
- Stakeholder influence
- Cross-functional leadership
- Team development
- Design leadership
- Organisational change

"A natural leader, driven and articulate."
Executive Director, J.P. Morgan