

Sandi Clarke

Contractor

Lead Service & Experience Designer

SLC Design Consultancy

Reducing risk across products, teams, services and systems in Service Design • System Design • Product Design

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Experience

Senior Service & UX Designer

Jagula Land Rover | Feb 2026 Contractor

- Enhanced the client experience for Land Rover Bespoke SV, designing a user-centric service tailored to high-net-worth clients and ensuring a seamless, premium end-to-end journey across multiple teams, suppliers, and senior stakeholders.
- Developed and aligned a multi-team service blueprint that unified engineering, design, operations, and commercial teams, improving collaboration and ensuring the Bespoke SV offering met the expectations of luxury customers.
- Improved team efficiency by 10% by optimising workflows, clarifying roles, and introducing scalable service-design processes to support JLR's 2030 vision of producing 500 bespoke vehicles per year.

Lead Product Designer

Brawn | Aug 25 – Jan 26

- Increased conversions by 40% by developing targeted acquisition plans delivered through WhatsApp, using third-party AI conversational tools to enhance client engagement and drive sign-ups for Small Group Personal Training.
- Improved the booking journey from 10% to 22% over three months by analysing drop-off points, optimising user flows, and implementing a more intuitive, streamlined booking experience.

Senior UX Designer

Ultimate Performance | Jan 22 – Aug 25

- Led the design and implementation of an internal booking system with a new user interface built in Vue, improving operational efficiency and user experience for staff and clients.



skills

Strategy

Research

Product Design

Vibe coding

Figma

Service Strategy

Leadership

Design Systems

Design Thinking

A/B Testing

Data-Driven Design

Prompting

Stakeholder Management

Product

Maze

Prompting

Socials



- Developed comprehensive end-to-end customer journey maps using data and qualitative feedback, identifying key opportunities to enhance metrics across the entire client lifecycle.
- Designed and delivered an internal acquisition and onboarding system, streamlining client sign-ups and improving conversion rates.
- Built a scalable design system using Storybook and a Svelte-based design guide, enabling consistent design patterns and faster development across teams.
- Defined and improved user journeys for the user-centric team, focusing on increasing renewals and enhancing AI-driven nutrition coaching tools, resulting in better client outcomes and engagement

Senior UX Designer

Thinkmoney | Feb 2021 – Dec 2021

- Collaborate cross-functionally with product, research, customer service, and engineering to influence strategy and deliver connected, end-to-end experiences.
- Champion the voice of the customer, using qualitative insight, usability testing, and service feedback to shape solutions that meet real needs.
- Redesigned the IVR and digital support journey at thinkmoney, improving accessibility for financially vulnerable customers.
- Reduced average call handling time by 20 minutes by simplifying language, restructuring flows, and introducing guided decision-making.
- Thrive in environments where design thinking drives business direction and where mentoring, experimentation, and strong team culture are valued.

Lead Product Designer

ConnexAI | Sept 2020 – Jan 2021

Senior UX/UI Designer

ConnexAI | Nov 2019 – Sept 2020

- Led the UX/UI lifecycle for Connex One's WFO product team, enhancing customer engagement through innovative design solutions.
- Collaborated with an agile team to identify user problems and develop user-centric strategies, resulting in improved product usability.
- Established and maintained the Connex One Design System, ensuring design consistency across multiple products.

For full history. Go to [LinkedIn](#)