Oliver Goodman

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Bristol / London

Product Designer • Available immediately

Product designer with experience leading **B2C acquisition, customer onboarding, e-commerce and subscription work**. Previously the sole designer in a cross-functional Acquisitions squad, combining analytics, user research, testing and experimentation to solve the underlying problem, shape product direction and improve conversion across products supporting 1M+ users and 1,000+ veterinary practices. Also independently designed and built a book-discovery platform using **Claude Code.**

Experience

Independent Product Designer / Creator • June 2026 - Present

- Took The Unlimited Bookshop from 0-to-1, a B2C book-discovery product. Designed the end-to-end product and directed **AI-assisted development using Claude and Codex**. Created an admin portal to manage a catalogue of 35,000+ books and make complex tasks easier to fulfil. This project went live in August 2026.

Career Break / Travel • May 2025 - June 2026

Product Designer • IVC Evidensia • Jan 2022 - May 2025

- Led acquisition design as the squad's sole designer across web, native iOS and progressive web app experiences. **Increased pet registrations by 21%** against a 20-practice control group in a three-month pilot by **redesigning the complete website template, registration and booking journeys, navigation, and signposting.** Partnered with a Product Manager, Tech Lead and developers to influence roadmaps, set OKRs and define success metrics.
- **Increased total Pet Health Club plans sold by 16%** compared with the previous three-month period by clarifying the proposition and navigation and strengthening SEO-led acquisition funnels.
- **Cut unnecessary phone calls to veterinary practices by 32%** and **saved the Content Team up to 4 hours per week** by reducing low-value pages on the veterinary practice sites.
- Designed the **onboarding** flow for the **native iOS app**, enabling approximately **1 million client accounts** to be verified and securely matched to their records.
- **Improved retention of Pet Health Club customers by 9%** by surfacing client benefits and highlighting total savings through an interactive savings feature in the iOS app.
- Owned and oversaw a **WCAG AA design system** of around 40 atoms, molecules and organisms used by four teams, reducing inconsistencies, saving development time and enabling faster releases.

Visual Designer • IVC Evidensia • July 2019 - Dec 2021

- Led the UI design on the My Family Vets sites and contributed substantially to the UX, **increasing online bookings by 12%.**

Previous roles: Junior Graphic Designer • IVC Evidensia • Oct 2018 - July 2019

Education

City of Bristol College • Graphic Design w/ Interactive Media • 2016 - 2018

Skills

Product & UX - Product discovery, UX and UI design, information architecture, user journeys, wireframing, prototyping, design systems, WCAG AA accessibility and AI-assisted design, prototyping and development.

Research & Validation - Product analytics, user research, interviews, usability testing, surveys, pilot testing, A/B testing, experiment design, qualitative and quantitative research.

Strategy & Delivery - Product strategy, scoping, OKRs, cross-functional collaboration and Figma.

Domains - Conversion optimisation, acquisition, subscription products, e-commerce, B2B, B2C, customer journeys, funnel optimisation and SEO.