Melissa Cameron

Senior Product Designer

I am highly focused on delivering high-quality customer-facing products. Running usability studies to help build hypothesis, and customer retention strategies through various methodologies such as heuristic analysis, usability testing & other methods. Working cross functionally with the analytics team to discover customer behaviours, usability issues to support work to increase customer conversion and AoV. Most recently I have become a volunteer mentor on ADPList, supporting junior designers to start their UX career, where I have been awarded "UK top Mentor in Design".

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thortful

Senior Product Designer (October 2021 – Present)

Website customer experience evolution

Leading the Discovery team to deliver new initiatives that are customer focused to help increase conversion and life time value across the web experience, with particular focus on mobile web (accounts for 80% of traffic). Results include **3.4ppt increase** in customers viewing a product and checking out, median time to convert has **reduced by 90 seconds** - a 27% reduction and overall on site experience score has gone from **3.4 to 3.9.**

- Advocated for the customer, challenging decision making where appropriate to ensure we were always putting the customer first.

- Worked closely with trading team to think of initiatives to improve the number of customers completing checkout, resulting in basket conversion up **5ppt YoY**

- Developed and led a product design recruitment process, creating the job spec and interview process. Narrowed down 350 CV's, thoroughly reviewing candidates which led to the fastest hiring time in the business

- Line management of our Junior Product Designer in web team, creating personal development plans and providing support through coaching and mentoring.

- Built a research strategy to enable faster decision cycles and better confidence in prioritisation of initiatives to support Product managers

Native App

Developing the native app customer experience for our greeting card marketplace, with primary focus on retention initiatives. Results include +35% increase in app customer base, +15% increase in app revenue against budget, +16pp increase in retention rate YOY.

- Running a UX audit and competitor analysis across our iOS and Android platform to advocate for consistency and best practice for UX.

- Working with CRM and marketing teams to creating an app only reward programme. Rolling out as a Beta for our 1-2 card purchase segment

- Championing ways to drive our 4 for £10 offer which has seen a significant uplift of orders increasing from **8.40% of users to 16.1% using 4 for £10.**

- Reimagined the card-first gifting experience, resulting in +19.6% increase in overall gift attach against budget and +0.9% increase in CVR.

- Driving brand moments and overall app proposition to ensure we up to aware of new trends and sit strong in the market against our competitors

Gousto

Senior Product Designer (April 2021 - October 2021)

Growth Tribe

Short term contract working closely with data analysis to best understand customer experience drivers across acquisition, retention and customer care. Focusing in particular to early life customers to improve their "stickiness" with the brand.

- Led workshops with PM's, engineering and customer care to ideate around ways to onboard customers

- Building a deep understanding of who our customers are through continuous generative research on Userzoom

- Pairing with brand to ensure all designs reflected the strong Gousto identity and consistency

- Working cross functionally scoping our opportunity trees and helping build upon our teams road map

Photobox

Senior Product Designer (July 2020 - April 2021)
Product Designer (May 2019 - July 2020)

Creation Studio

Working with my PM to conduct research to help validate early assumptions and priority focus areas. From this insight we then built a set of hypothesis to build and launch, with an A/B testing approach. This strong customer focus meant we were able to drive experience and revenue uplift throughout the project. This has resulted in **+33% AoV, -50% creation time and +5.5pp better conversion.**

- Bringing in stakeholders to understand the current experience challenges and insights from research and next steps for us as a team

- Leading on migrating all skews across onto the new platform and ensuring consistency across mobile web and desktop

- Sharing learnings from research, A/B tests and our success criteria from web with the App team, so they could implement the editor quickly on the app

- Mentoring junior members of the design team, to create a safe space for feedback to grow and learn, often leading design critiques

- Developed a design system from the ground up, to help bring all the teams to work with consistency and reduce duplicated work.

Quander.io - (Jan 2018- Feb 2019)

Seventy Agency - (stockholm)(March 2017- Jan 2018)

Fat Unicorn - (Feb 2016- March 2017)

Education

Brunel University (Sept 2011- 2015)

Industrial Design & Technology 2:1 BA Hons

- Final project was in collaboration with **Age UK** developing a better heating system to keep the elderly warm in the winter
- Final year modules included Human Factors, Innovation & Business Management, Contextual Design and Environmental Design.