

Richard Watters

User Experience Design Lead

14 years' designing digital products that are accessible, scalable, and user-centred. Expertise in research, design systems, and cross-functional leadership. Experienced across e-commerce, tech, and SaaS.

EXPERIENCE

User Experience Design Lead

Bikebook - Brighton, England

March 2026 – August 2026

- *Joined as first in-house designer for early-stage B2B/B2C software startup; designed end-to-end customer and mechanic shop experiences across web, app and email platforms.*
- *Owned the design strategy for the customer booking widget, conducted 4 B2B interviews and usability testing to understand mechanic shop requirements, resulting in 28% faster completion; relocated contact collection to the start, capturing leads even on abandonment.*
- *Designed 60+ email components in Figma; used AI code generation to rapidly build Hubspot templates, establishing single-source-of-truth and reducing template production time by 50%.*
- *Analysed user behaviour through heatmaps, session recordings and performance data, identifying 6 key bottlenecks. Prioritised fixes by impact and effort, delivering reduced support queries by 22%.*
- *Conducted WCAG 2.1 AA accessibility audit, resolved colour contrast and font size issues. Benchmarked against 3 competitors to shape roadmap priorities.*

Senior User Experience Designer

Ocado Retail - Hatfield, England

January 2022 – February 2026

- *Led conversion rate optimisation initiatives across two e-commerce platforms and 2 apps; conducting high-impact A/B tests.*
- *Facilitated user research and competitive analysis, collaborating with data insights to redesign the logged-out homepage, boosting registrations by 6.1% and slots booked by 6.3%.*
- *Spearheaded competitor research and design for a loyalty wallet page, partnered with product managers and front-end developers to increase orders by 0.8% and voucher redemption by 3%.*
- *Championed data-driven testing culture, secured executive sponsorship and embedded A/B testing as standard practice across 3 business areas through quantified case studies and collaboration.*

2012-2021 inhouse, contract and agency Web Designer roles →

CONTACT

Based in West Sussex.
richwatters.design@gmail.com
+44 7835664005

rwatters.co.uk →

SKILLS

Design leadership
Agile sprints
Iterative design
Usability testing
Behavioural Science
A/B testing
User research
Sketching
Wireframing
Prototyping
UI & Visual design
Strong eye for detail

TOOLS

Figma
Adobe CC
Dynamic Yield
HTML & CSS
Webflow
UserZoom
Monday.com

EDUCATION

**BA Hons.
Design for Industry**
Northumbria University,
Newcastle Upon Tyne.
2008-2012