Richard Watters

Lead User Experience Designer · Available immediately.

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Summary

14 years' experience 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. Collaborates closely with product, engineering and data.

Work experience

Lead User Experience Designer, Bikebook

Brighton, England · March 2026 – August 2026

- Joined as first in-house designer for early-stage B2B/B2C software startup; defined priorities with the founders, designed end-to-end experiences across web, app and email platforms.
- Audited scattered brand assets and components, simplified the logos to consistent versions and rebuilt components that didn't match the live software, creating one design system used by two developers, the co-founders and the product team.
- Proposed and implemented brand refinements to clarify the relationship between the main brand and sub-brand, keeping the core palette with orange and gold as accents. Orange is no longer used on call-to-action buttons on the workshop website, following my accessibility recommendation.
- Owned the design strategy for the customer booking widget, interviewed 4 mechanic shops and ran usability testing, reducing booking completion time by an estimated 28%. Moved contact collection to the start, capturing leads even on abandonment.
- Conducted WCAG 2.1 AA accessibility audit, resolved colour contrast and font size issues. Benchmarked against 3 competitors to shape roadmap priorities.
- Analysed heatmaps, session recordings and performance data, identifying 6 key bottlenecks. Prioritised fixes by impact and effort, with a projected 22% reduction in support queries.
- Designed 60+ email components in Figma and used Claude Code to build reusable HubSpot templates, replacing around 6 inconsistent email styles with one consistent system the marketing team can reuse.

Senior User Experience Designer, Ocado Retail

Hatfield, England · January 2022 – February 2026

- Championed data-driven testing culture, secured executive sponsorship and embedded A/B testing as standard practice across 3 teams through quantified case studies and collaboration.
- Owned conversion rate optimisation design across 2 e-commerce platforms and 2 apps on iOS and Android; conducted high-impact A/B tests and set the roadmap with product, data and engineering.
- Used research and data to identify issues, then redesigned the logged-out homepage, boosting registrations by 6.1% and slots booked by 6.3%. Placed 3rd for Best Single Page Optimisation at the ContentSquare Awards 2023.
- Increased Smart Pass sign-ups by 4% in a month-long A/B test by redesigning the landing page with a clearer benefits and pricing layout; the data analyst estimated the impact at £856K a year.
- Introduced live social proof and urgency messaging on product pages (a live viewer count in shorter, two-row copy), increasing order conversion by 1.6% at 99% significance in a month-long A/B test across desktop, tablet and mobile; the data analyst projected £1.2M a year. Rolled out via Dynamic Yield.
- Redesigned the failed-payment journey in the Ocado app in two weeks: a clearer home-screen alert, a screen listing each failed payment, a pop-up explaining why booking was blocked after two failed

payments, and a confirmation with next steps. Fully implemented; the product manager reported fewer customer complaints.
- Led bi-weekly critique and mentorship sessions with 2 junior designers and 2 senior designers.
- 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%.
- Led the creation and maintenance of design systems across 2 web platforms.

Earlier roles

- **Senior Web Designer**, Ocado Retail · January 2021 – December 2021.
- **Senior Digital Designer (freelance)** · April 2020 – June 2020.
- Career break, travelling in Central America · January 2020 – March 2020.
- **Digital Designer**, 9ine Consulting · October 2018 – January 2020.
- **Digital Designer**, ShopStyle · July 2018.
- **Designer**, Narrative Studio · February 2018 – June 2018.
- **Designer**, PriestmanGoode · September 2012 – October 2017.

2012–2021 in-house, contract and agency roles on LinkedIn →

Skills

Iterative design, Usability testing, Behavioural Science, A/B testing, User research, Wireframing, Prototyping, UI & Visual design, Accessibility, Analytics, Information architecture, Design systems, Mobile app design (iOS and Android), Interaction design, Experimentation and CRO, Design leadership and mentoring, Stakeholder management.

Tools

Figma, Adobe CC, Affinity, Dynamic Yield, HTML & CSS, UserZoom, Claude Code, Datadog.

Education

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

Recent Courses

- **AI Ecommerce Sprint**, Flux Academy · September 2026. Built the brand and Shopify store for a handmade-shirt business using Figma, Affinity, Claude Code, GitHub and Vercel (pre-launch).
- **AI Web Design Sprint**, Flux Academy · April 2026. Learned an AI-assisted workflow for building and deploying websites using Figma, Terminal, Ship Studio, GitHub and Vercel.

Awards

- 1st, **Ecommerce Campaign of the Year** · Experimentation Elite Awards 2026.
- 3rd, **Best Digital Experience Innovation** · ContentSquare Awards 2024.
- 3rd, **Best Single Page Optimisation** · ContentSquare Awards 2023.
- 1st, **Redesign of the National Rail train ticket** · Royal Society of Arts, 2012.