



Lee Merricks Product Designer



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Summary

Expert Product Designer with 15+ years of experience, spanning roles from tech giants like DAZN and e-com titans like Samsung, to diverse startups and personal ventures. Specialising in crafting exceptional user experiences for desktop, mobile, and web platforms, with proficiency in animation and augmented reality. Known for pushing creative boundaries to deliver innovative design solutions that drive tangible outcomes.

Experience

- 2024 – Present

Senior product designer
Natwest

- Senior product designer on NatWest Mentor, a secure B2B HR platform consolidating three businesses into a single responsive web app.
 - Working across multiple agile squads, designing for tools including admin portals, absence management, and risk assessment workflows.
 - Delivering iterative, user-led design driven by research, data insights, and prototype testing.
 - Focused on compliance-critical UX, ensuring legal accuracy across features like time-off requests, health & safety, and HR reporting.
- 2023 – 24

Lead product designer
Muller – Milk&More

- Part of a new product team redesigning Milk&More’s platform to improve UX and operations.
 - Led a mobile-first, user-focused approach using surveys, stakeholder workshops, data analysis, wireframes, prototypes, and testing.
 - Built a scalable design system using atomic principles to support future projects and upcoming brand refresh.
 - Replaced a legacy waterfall process with an agile documentation and delivery pipeline.
- 2022 – 23

Senior product designer
DAZN

- Responsible for conceptualising and prototyping a 5-year product future, including blue-sky features like a new ticket and betting system, across iOS, web, and TV.
 - Built prototypes and designed the pitch decks used by DAZN to secure its contract with the NFL, by incorporating NFL’s content into DAZN's 'NFL game pass'.
 - Integrated DAZN’s external news platform into their core product (iOS, Android, and web).
 - Created video-player ads compatible with Google and Yahoo formats.
- 2019 – 22

Senior digital designer
Samsung – Cheil

- Designed and launched custom e-commerce pages for Samsung’s flagship S, Flip, Fold, and Neo QLED
 - Worked as a specialist in diverse digital projects, including Kings Cross’ Technology Center, experiential micro-sites, and global augmented reality initiatives for Samsung devices.
 - Collaborated with developers to drive innovation through new tools and expanded in-house capabilities
 - Maintained a proactive approach, exploring new technology and customer engagement strategies.
- 2017 – 2019

Product designer
Freelance

- Conceptualised, designed, and executed creative assets and dynamic websites for globally renowned brands, including Nivea, Samsung, McCann, Cheil, and London Fashion Week.
 - Leveraged expertise in animation, augmented reality, and cutting-edge design principles to deliver engaging and innovative digital experiences that captured the essence of each brand's vision.
- 2014 – 17

Lead designer
Weshop

- Contributed to the development of a web, iOS, and Android app, actively participating in every aspect of the product lifecycle, from the initial planning phase through alpha, beta, and the final release.
 - Helped grow the start up product to 70,000+ users and secure multiple funding rounds.
 - Implemented User-Centered Design (UCD) principles throughout the process, encompassing discovery, design, definition, and delivery.
- 2012 – 14

Digital designer
Sony Music

- Responsible for comprehensive online content creation for artists, encompassing motion graphics, interactive elements, image design, and video clip editing.
 - Elevated the digital presence of distinguished personalities, such as Yoko Ono, necessitating monthly trips to New York City for video and content production.
 - Conducted research to drive innovative methods to increase exposure and engagement for artists online.
- 2010 – 12

Genius
Apple

- Acted as a technical support specialist at Apple's Genius Bar, assisting with software and hardware issues spanning Apple devices and services.
 - Maintained consistent engagement with customers, gaining firsthand insights into their user experience.
 - Effectively resolved issues and provided tailored recommendations based on individual needs.
- 2007 – 10

Product designer
Dontfret media

- Worked alongside other graphic, web and motion designers in the design of attractive websites, mobile apps, and video marketing materials.
 - Leveraged expertise in graphic design to enhance the visual appeal of web and mobile content.
- 2007 – 10

Product designer
Freelance

- Provided freelance design services to startups, small businesses, and events, encompassing the creation of diverse branding and marketing assets such as posters, web advertisements, social media campaigns, and video clips.



Tools



Figma
UI Design, Prototyping



Cinema 4d
3D Animation



Spline
3D Design



Webflow
Frontend Web Design



Photoshop
Image Creation



After Effects
Motion Graphics



Illustrator
Vector Graphics



Experience Design
UI Design, Prototyping



Pro Create
Digital Painting



Ai Tools

Chat GPT 5

Kling

Stable diffusion SDXL + FLUX

Hunyuan 3D

Mid Journey

n&n automation

blotato autopost

Nano banana

Wan 2.5

Veo 3.1



Skills

User Experience

Design Systems

Web Design

Mobile Design

Research

Wireframing

Prototyping

Testing

Illustration

Motion Graphics

3D Animation



Education

2007 – 10

 Birmingham City University

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BA Hons Visual communication

Developed creative and academic skills with BIAD course in Visual Communication. Covering motion graphics, photography, graphic design and illustration. Experiencing the constantly evolving world of design, advertising and motion graphics, as well as access invaluable industry links. Tasked with using imagination and experimentation, tackling the contemporary issues, ideas and ethics the design industry faces.



Community Impact

2019 – Student Mentoring

- Completed a 8 week career and mentoring program for highly able but under privileged secondary school students during my time working with Samsung

2007 – 2012 | Dance Teacher

- Organised complimentary dance classes in diverse styles for youngsters aged 5–15 on a weekly basis.

2007 | Community Outreach

- Conducted art workshops in collaboration with Birmingham City Council, targeting elementary school students from economically disadvantaged neighbourhoods.