Felix Rosen

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Senior Product Designer with 9+ years of experience designing and shipping consumer products, currently leading fan discovery experiences at Ticketmaster. I combine product strategy, research and design craft to turn complex marketplace problems into intuitive experiences used at global scale.

Skills

Tools

Figma
FigJam
Claude
ChatGPT
Adobe Creative Cloud
Miro
Maze
UserTesting
Jira
Confluence
HTML & CSS

Product Design

Product Strategy
Interaction Design
UI / Visual Design
Prototyping
Design Systems
Information Architecture
User Flows & Journey Mapping
Accessibility
Responsive & Native Design

Research & Insights

Research Planning
Moderated & Unmoderated Testing
User Interviews
Usability Testing
Research Synthesis
Competitor Analysis
Product Analytics
Experimentation

Leadership & Strategy

Design Direction
Stakeholder Management
Cross-functional Leadership
Workshop Facilitation
Product Discovery
Prioritisation & Trade-offs
Data-informed Decision Making
Product & Engineering Collaboration

Education

Loughborough University
BSc Human Factors Design (Hons), 2:1
2014 - 2017

Experience

Senior Product Designer, Ticketmaster
Aug 2022 – Present
London, United Kingdom

- Own design across Ticketmaster's core discovery experiences including homepage, category, search, artist, venue, city destinations and global navigation, shaping how millions of fans discover live events across web and mobile.
- Led City Destination Pages from concept to global rollout across **over 211 cities**, **18 markets** and **11 languages**, generating **2M+ sessions** within the first five months and achieving conversion on par with the homepage.
- Led end-to-end design of Last Minute Tickets initiative, **increasing fan click-through** to events by **5.4 percentage points** while helping **grow Google AI Overview coverage from 1% to 47%** in the first three months.
- Designed Ticketmaster's resale seller experience, including a self-service payout experience **used by 1.4M fans** in 2025, contributing to **10,000 fewer support contacts YoY**, alongside global platform consolidation and contributions to Sell Instantly and Share Listing resale features.

User Experience Designer, Macademia
July 2019 – July 2022
London, United Kingdom

- Led end-to-end research and design across key product initiatives, including gamification features, onboarding and subscription experiences across web and mobile.
- Redesigned the web billing and sign-up journey in close partnership with product and engineering, improving key conversion metrics including app installs and subscriptions.
- Led the design of a personalised parent onboarding experience, improving account customisation and subscription transparency.

User Experience Designer, Pricesearcher
May 2018 – July 2019
London, United Kingdom

- Owned the end-to-end redesign of the core browsing and price comparison experience, working closely with engineers from discovery through to implementation.
- Planned and conducted remote user research, synthesising findings into actionable recommendations and presenting product direction to senior stakeholders.

User Experience Designer, Plinth.Tech
October 2017 – May 2018
London, United Kingdom

- Worked directly with the founder and engineering team to design the company's core investment management product and website, from early user journeys and wireframes through to high-fidelity UI.