



Olivia Hall-Smith

Senior Product Designer

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My Story

Hello! I'm a Senior Product Designer with over a decade of experience working in the tech industry. I've designed for digital products used over 1 billion times per year at Lloyds Banking Group, mentored aspiring designers as an instructor at Experience Haus, and honed my skills in end-to-end design, working with startups through my consultancy, Lucid Launch.

I specialise in creating user-centred designs for web and mobile platforms. My expertise spans the end-to-end process, including user research, prototyping, and UX/UI design. I thrive in fast-paced, collaborative and flexible environments, aligning user needs with business objectives to drive engagement and deliver measurable impact.

Recent Employment

Consultant Product Designer

July 2024-Present

Lucid Launch

Delivered innovative, user-centred designs for clients, including Bristol City Council, Cobble, Mosaic Journal, Phase6, taxi.io, Spark Health, and more. Key achievements have included scoping and designing an MVP that enabled Mosaic to launch in 8 countries and a redesign for a HealthTech app that led to an increase in sales of 19%.

UX/UI Design Instructor

Oct. 2022-Present

Experience Haus (Matter of Form Group)

Teaching 10- and 12-week part-time and full-time courses at Experience Haus, leading hundreds of adult students through the Design Thinking process and UX/UI fundamentals. Under my guidance, students create impactful, user-centred high-fidelity designs for real clients, following the complete design process, including user research, information architecture, ideation, usability testing, and prototyping.

Product Designer

April 2023-July 2024

Lloyds Banking Group

Led design for Payments and Fraud Prevention at Lloyds Banking Group, supporting an app where 1 in 4 logins result in a payment and over 1 billion payments are made annually. Worked with design systems spanning three brands (Lloyds, Halifax, and Bank of Scotland), creating native mobile designs for iOS and Android, as well as responsive web designs across three breakpoints using Figma. Collaborated with cross-functional stakeholders, including developers, service designers, user researchers, product managers, and leadership, to ensure alignment on product goals. Delivered user flows, interactive prototypes and mockups, collaborating with engineers to go from wireframes to high-quality implementation. Ran usability testing to ensure user comprehension and success.

Employment History

Consultant Product Designer

Oct. 2022-April 2023

Lucid Launch (see above)

Head of Product

Sept. 2020-Sept. 2022

Haven (Bourne Leisure)

I led the development and optimisation of all digital touch points related to the holiday experience. This encompassed two native apps (for teams and guests) and two web platforms (back office and guest booking), covering the entire spectrum from arrival processes and activity bookings to food & beverage ordering and table reservations. Key achievements included: Launching a new activities booking platform, achieving 1.2 million bookings and generating £6 million in its first year—equivalent to the combined total of the previous year's online and on-park bookings. Introducing a new digital arrivals process, reducing physical queues (94% of guests registered their license plates in advance, facilitating swift entry and Covid-19 compliance). Replacing an outdated table booking website with a new system, used by 89% of guests and ensuring Covid compliance.

Senior Product Manager

Sept. 2019-Sept. 2020

Pollen

After several acquisitions in North America, I launched a new consolidated booking platform to support holiday sales for multiple brands. The platform successfully achieved 4,000 travel bookings within two months and became the point of sale for all Pollen travel, supporting 60,000 customers on over 100 campaigns in the US and Europe within 12 months. Transactions through the platform doubled company sales in one year (from 22.9m to £44.7m), making a vital contribution in taking Pollen from 7th on the Sunday Times Tech Track in 2019 to 4th in 2020.

Product and Design Lead

Feb. 2018-Sept. 2019

Local Heroes

Leading a cross-functional team including product and design on the B2B side of the marketplace, and reporting to the CEO. Key achievements included: Creating a community of 250 "beta" Heroes who supported with feedback, user research and testing of new designs. Running monthly usability testing sessions to get a better understanding of the Heroes' motivations. Launched and successfully tested a new 'overdue jobs' state to encourage Heroes to complete jobs - when launched, this feature saw an increase in overdue jobs being picked up of 5%. Ideating and developing safety features, including "safety nudge" messages - these won "Best Health and Safety" at the 2019 Best Business Awards. Identifying key drop off points in the funnel and developing products to improve them, most notably increasing the number of customers receiving quotes from 57% to 67%.

Global Product Manager

May 2017-Feb. 2018

Addison Lee

Product Manager

June 2016-May 2017

WeSwap

Product Manager (Graduate)

Sept. 2014-June 2016

Tesco

Education

Digital Design (Distinction)

2017-2018

Birkbeck University, Postgraduate Certificate

History (2.1)

2010-2013

Durham University, BA Hons

A Levels - 3 As

2009

Brighton, UK

GCSEs - 7 A*s, 2 As, 1 B

2007

Brighton, UK