



Creative Product Designer

Personal Statement

I'm a Digital Product Designer and Brand Lead with 8+ years of experience in graphic design and a sharp focus on ecommerce UX. My design work is grounded in research, I use customer surveys, heatmaps, analytics, and A/B testing to identify friction and then design solutions that perform. I approach every digital surface as part of a connected product experience, from the first brand touchpoint to post-purchase. My background in graphic design and visual identity means the digital spaces I design don't just work well, they look and feel right for the brand they represent. I'm at my best solving real UX problems with clear creative thinking, tight constraints, and a genuine interest in how design drives commercial outcomes.

"Suzie was a fantastic asset to our team. She picked up our ethos and character of our family business really quickly and was able to communicate this brilliantly and creatively through design and digital content right from the start"

Todd Trethowan - Ex-employer

Experience

March 2025 - Present

Dobell - Brand Lead

- Built Dobell's first formal brand guidelines from multi-source customer insight (240 person customer survey, GA4, Trustpilot, Meta data), using Benefits Ladder & Golden Circle frameworks to lead every creative decision
- Led a full ecommerce redesign from UX research through to developer-ready Figma specs, covering every major surface: homepage, category pages, PDPs, editorial CMS pages, shopping bag and checkout
- Used Hotjar heatmaps, click maps, and a 240-response customer survey to identify friction points and validate design decisions before committing to build
- Delivered the entire redesign on a legacy Magento codebase with just £200 in external dev support, using Locofy to bridge the gap between Figma and production code
- Ran A/B testing on key design decisions using Magento staging environments to protect live conversion rate
- Redesigned the email sign-up pop-up, increasing visitor-to-subscriber conversion from 0.55% to 2.61% (a 369% increase, 4.7x more effective)
- Led UX improvements across the site including redesigned size guides, "how to measure" guides and returns forms. Each informed by customer data and returns analysis
- Mapped and designed Dobell's complete customer email journey from scratch; abandoned cart flow generates £2.4k-£3.2k/month at ~18-19% conversion; sign-up sequence generates £7.2k-£9.9k/month at 15-29% conversion
- Managed a modular Figma component system and cross-team Adobe based templates for campaign assets, enabling consistent rollout across web, email, paid social, affiliates and PMAX

February 2024 - March 2025

Dobell - Creative Manager (Mat Cover)

- Designed all email campaigns in Bloomreach achieving 20-34% open rates and £135k in attributed revenue (4% of total sales)
- Art directed seasonal campaigns end-to-end, producing developer-ready assets and campaign guides for rollout across all digital channels
- Delivered professional studio photoshoots at ~£1,500 per shoot through meticulous supplier and budget management
- Collaborated with the developer to scope, mock up and QC new web layouts, developing working knowledge of CSS, HTML and JavaScript to implement front-end changes independently

Experience cont.

March 2021 - September 2023

FermionX Ltd - Graphic Designer & Marketing Assistant

- Designed a House of Brands architecture for three related brands operating without clear structure, establishing FermionX Group as a parent identity to resolve market confusion
- Led the full rebrand of Airbox Sampling Products including brand identity, guidelines, and creative direction on photography and videography
- Designed printed marketing materials and large document layouts including white papers, user manuals, product flyers and quick start guides
- Managed digital marketing, SEO and social media, maintaining brand consistency across all channels

March 2021 - March 2023

Trethowan Brothers - Graphic Designer (Part Time)

- Social media content, e-commerce inserts, image retouching and creative direction on photography

2018 - 2023

Catnap Design London - Founder of own brand of illustrated products

- Created and managed an illustrated ecommerce product range end-to-end: product design, packaging, Etsy store, campaigns across Google Ads, Facebook and Instagram
- Managed all finances and budgets as a sole trader; organised and art directed product lifestyle photography

2015 - Present

Freelance Graphic Designer & Illustrator

- Brand identity, illustration, packaging, editorial and marketing collateral for clients including Alex Monroe, The Royal British Legion and The Scouts Association

2014 - 2015

Fenwick Bond Street - Visual Display Assistant

- Design and upkeep of store window displays and all visual features including signage, mannequins and pop-ups

Education

Professional Certificate in UI Design — UX Design Institute

BA Illustration
University of Westminster
First Class Honours, 2009-2012

Art and Design Foundation
City College Brighton and Hove
2008-2009

3 A-Levels (B,B,C,)
10 GCSEs A*-C

Software

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Fresco)
Final Cut Pro
Figma
Bloomreach/Exponea
Webflow
HTML · CSS · JavaScript (basic)

Summary

Visual Identity Systems
Graphic Design
Illustration
User Journey Mapping
Ecommerce UX
UX/UI
Design Systems
Creative Problem-Solving
Budget Management

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References on request