

Sam Simpson

Product & Design Lead

Product & Design Lead with experience transforming complex problems and business needs into simple, elegant solutions that deliver growth, monetisation, and enhanced user engagement.

With a history of increasing revenue, improving conversion, and shaping high-quality user experiences through research, behavioural analytics, and thoughtful product design.

✉ samsimps@me.com

☎ 07739545118

in LinkedIn

📁 Portfolio

📍 Manchester

Wakelet

April 2020 – Present

A collaborative content curation platform that helps educators, students, businesses and teams save, organise, and share digital content in engaging collections.

Product & Design Lead

April 2025 – Present

Responsible for defining the product roadmap, prioritising the feature backlog, and managing cross-functional initiatives. I lead the end-to-end design for our core growth and monetisation features, collaborating directly with engineering and executive leadership.

- Led the redesign of Wakelet's paid offering after identifying that only 4% of 1.3M users reached the existing paywall, shifting monetisation toward core content-saving functionality and increasing Pro plan revenue from ~\$35k to ~\$200k annually.
- Identified opportunities to improve Wakelet's paid curation experience through user research and customer interviews, leading to the launch of new premium features that helped achieve an NPS of 85 among Pro users.
- Analysed inbound sales requests, quote abandonment, and user behaviour to identify demand for a self-serve group plan, leading the design and launch of a new subscription journey for collaborative workspaces that reduced reliance on manual sales processes.
- Identified limited visibility into user behaviour and conversion drop-off that made it difficult to optimise the product experience, driving the adoption of Mixpanel and scalable product analytics across the platform.
- Mapped user journeys and personas to identify high-value opportunities for AI-assisted workflows across creation, organisation, discovery, and learning experiences, helping shape Wakelet's early AI roadmap.

Product Designer

May 2022 – April 2025

- Built and maintained a shared component library and accessibility standards to support a team of 6 designers and 25+ engineers, improving platform consistency, ensuring WCAG AA 2.2 compliance, and streamlining design-to-engineering handoff.
- Led the end-to-end redesign of Wakelet's iOS app, aligning mobile and web experiences through platform-native design to reduce system complexity, improve maintainability, and enable faster iteration under constrained engineering capacity.
- Redesigned Wakelet's core product architecture to introduce workspace-based collaboration; directly enabled the company's first-ever B2B sales, securing 213 education contracts worth \$586k and scaling to over 128,000 purchased seats.
- Designed and shipped user-facing features across Wakelet's core web product, including authentication flows, workspace and account settings, content creation and sharing experiences, and public-facing marketing pages.

Graphic Designer

April 2020 – May 2022

- Led a brand audit and redesign, elevating visual identity to align with leading Ed-Tech standards. Defined core customer personas and delivered a more cohesive, user-centred brand grounded in audience needs.
- Built a scalable brand design system in Figma and Canva, enabling marketing, community and sales teams to self-serve branded assets, ensuring visual consistency while increasing speed and efficiency.
- Delivered high-quality visual design for campaigns, social media, and community events to support growth in the US market.

Artworker.io is a creative workflow platform that streamlines the production, collaboration, and approval of artwork for packaging and print projects.

Product Designer

3 Month Contract

Partnered directly with the founder to rapidly iterate design concepts and validate early-stage product features.

- Created a foundation of reusable Figma components and a scalable system to ensure precise, efficient handoffs for the engineering team.
- Translated complex user insights into strategic product flows, partnering directly with the founder to validate early-stage pilots.
- Rationalised existing component libraries to eliminate design debt and ensure seamless engineering consistency.

Education

BA (Hons) Graphic Design

First Class

Manchester Metropolitan University

2017–2020

Art Foundation (Graphic Design Pathway)

Distinction

Manchester Metropolitan University

2016–2017

A-Levels (Graphic Design, Fine Art, Textiles)

A*, A, B

Rainhill Sixth Form

2014–2016

Certifications

Google UX Design Professional Certificate

Coursera / Google, 2023

Product Analytics Certification

UXCEL, 2025

User Story Masterclass

Udemy, 2020

Skills

UX Design

User Research

Roadmapping

Prototyping

Information Architecture

A/B Testing

Brand Design

Product Strategy

Product Monetisation

Cross-functional Collaboration

Design Systems

Stakeholder Management

Tools

Figma

Mixpanel

Hotjar

Creative Cloud

Webflow

Google Analytics