

adamdanielbest

Senior Product Designer

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Professional Summary

London-based Senior Product Designer bridging luxury heritage and high-growth commercial utility. Proven record taking complex products from concept (0→1) to full commercial launch within 3M+ member ecosystems, backed by over a decade of design systems work from Burberry to giffgaff. I reduce operational friction through AI-augmented research and service design.

Skills & Technology

- **Design Systems:** Component Architecture | Figma Variables/Tokens | Usage Rules | Storybook | GitHub | WCAG 2.2
- **AI & Tech:** Claude Code | AI Research Synthesis (Maze/GEM) | Generative UI (Figma Make) | Astro | Tailwind | React
- **Strategy:** UX Strategy | Service Design | ICE/RICE Prioritisation | Workshop Facilitation | Data Visualisation & Dashboard Design | A/B Testing & CRO (Medallia/Eppo)

Professional Experience

giffgaff | Product Designer 2023 – Present

- **System Evolution:** Contribute components and usage rules to giffgaff's design system through its brand redesign, extending it with Broadband patterns to reduce design-to-development handoff.
- **AI in the Workflow:** Use Claude within the design system pipeline (Figma plugin, Storybook, GitHub, Frontify) to write and review component code and Storybook stories, and to check Figma designs against coded components.
- **0→1 Launch:** Led end-to-end UX strategy for giffgaff's Full Fibre broadband market entry, driving acquisition conversion to 6% (vs. 4.5% target) within a 3M+ member ecosystem.
- **Service Architecture:** Designed service logic across three APIs (UPRN/Loqate, VMO2 Booking, SureSwitch) under Ofcom's One Touch Switch regulation, sustaining 95 NPS despite unpredictable third-party dependencies.
- **Retention & Trust:** Designed a state-aware pre-activation experience, delivery status visibility and self-service rebooking, reducing the 40% pre-install cancellation rate and achieving 91.7% CSAT and 0.2% first-30-day churn (vs. 5% target).
- **Back-Office Tooling:** Contributed to the customer account and support agents' back-office dashboards, turning backend data and statuses into clear interfaces.

Lickd | Product Designer 2020 – 2023

- **Design System:** Architected and launched Lickd's first centralised Figma design system, migrating from Sketch and eliminating legacy UI debt to improve engineering velocity.
- **Checkout Conversion:** Led UX/UI for music licensing checkout, lifting premium licence conversion to 43.5% (+10%) and overall conversion to 42.58% (+5%), and cutting claims tickets by 10%.
- **Prioritisation:** Ran ICE-framework workshops with Product and Engineering to align design with commercial targets.

HubbleHQ | Product Designer 2019 – 2020

- **Viewing Experience:** Improved tenant–host viewing flow, reducing host decline rate by 10% and lifting booking conversion from 14% to 18% through iterative research and high-fidelity prototyping.
- **Pivot & Adaptation:** Rapidly redesigned the product for virtual viewings during COVID-19 and improved internal sales tooling UX.

Previous Experience

Harrods | Lead Digital Designer | 2018 – 2019
Ordre.com | UI Designer | 2019
Boutique 1 | Digital Designer | 2017
Burberry | Digital Designer & Creative Technologist |
2010 – 2016

Education

General Assembly | User Experience Design | 2017
Northumbria University | BA (Hons) Multimedia Design |
2006 – 2009