


# Sian King

## Product Design Leader

Leading product teams to build intuitive products through iterative design and collaboration, backed by customer research and data. Over 9 years experience across various industries and environments, challenging and striving to influence positive impact. Background in Product Design, comprised of UX, UI and research, solving complex problems and using agile methodologies.

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## Work history

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#### ■ Head of Product (Feb 2022 - May 2023)

Leading the Product function responsible for the online customer experience across web and apps for our greeting card marketplace. Results include +35% increase in app customer base, +15% increase in app revenue against budget, +16pp increase in retention rate YOY.

- Partnered with the CCO to develop a company vision and strategy for the next 15 months. Simplified our strategic process, reducing the time spent and minimizing conflicting priorities.
- Introduced a new company-wide NCT model to help measure success of our roadmap, and increase visibility and accountability across functions.
- Led our product strategy, pivoting our focus towards CVR and retention over gift attach rate.
- Rebuilt trust with the senior leadership team after two previous failed products. Improved cross-team collaboration by changing perception and understanding of product.
- Facilitated and empowered Product's transition to an iterative product development process.
- Restructured Product & Tech department to enable teams to deliver the most value against our roadmap and provide clearer focus.
- Responsible for budget and hiring plans, driving the recruitment strategy for both Product and Engineering for 2023, securing investment during times of economic uncertainty.
- Line management of Product Designers and Product Managers of varying levels; creating personal development plans and providing support through coaching and mentoring.

#### ■ Head of Product Design (June 2021 - Feb 2022)

Building the Product Design function from scratch to a team of 3, covering UX, UI and research. Reimagined the card-first gifting experience, resulting in +19.6pp increase in overall gift attach against budget and +0.9% increase in CVR. Designed and launched a new delivery method which exceeded customer adoption by 25%.

- Advocated for the customer, challenging decision making where appropriate to ensure we were always putting the customer first.
- Developed and launched our first internal AB testing framework. Coached functions on the value of calling out their assumptions and validating these early.
- Educated stakeholders and the rest of the business on the value of design and research.
- Embedded a bi-weekly user research process and new research tools. Combined customer insights from various sources to identify trends and key customer problems to solve.
- Coached teams in agile development processes to deliver value to customers incrementally.
- Encouraged a growth and positive mind-set during uncertain times such as our company redundancy process.

## Gousto

### ■ Lead Product Designer (Jan 2021 - Jun 2021)

Leading the Product Design team for the Growth Tribe across acquisition, retention and customer care. Led the team in Q1 to deliver an overall 3.3% uplift in sign-up conversion, generating £2.9 million profit over a year from sign-up. Launched a new recipe inspiration hub that resulted in a 173% sign-up increase YOY due to it's improved customer journey and SEO focused features.

- Scaled our overall Product Design function from 6 to 10 designers. Developed a structured interview process and revised job specs to be outcome focused.
- Line management of 4 Product Designers of varying levels; created personal development plans and provided support through coaching and mentoring.
- Developed OKRs for the Product Design function aligned to business goals.
- Created an open and honest culture with continuous learning and feedback across the whole Product Design function through leading by example.
- Collaborated with leaders of engineering, analytics and product management to ensure we were setting up teams for success.
- Created competency frameworks to help Product Designers upskill and progress their careers.

### ■ Senior Product Designer (May 2020 - Jan 2021)

Conducting full end-to-end product design process for multiple projects across our menu and the acquisition space, whilst managing a team of 3 designers.

- Enhanced user research processes, introducing Userzoom to widen our research techniques enabling us to validate ideas earlier.
- Partnered with Product Management to develop a Continuous Discovery Playbook used by all product teams.
- Overhauled Product Design ceremonies to increase efficiency and impact.
- Collaborated with engineering to develop our first live in-app prototype for testing with customers.

## Triptease

### ■ Senior Product Designer (Jan 2019 - May 2020)

### ■ Product Designer (Jan 2018 - Dec 2018)

Design of an online platform to help hotels drive direct bookings. Focused on agile development, understanding both the hotelier (B2B) and their guests' online experience (B2C). Line managing a Junior Product Designer.

## BAE Systems AI

### ■ Senior UX Consultant (Aug 2017 - Jan 2018)

Consulting with different clients to help them develop world-class digital user experiences. Following a user-centred design process, using a variety of methodologies and techniques.

## Worldpay

### ■ Product Designer (Sept 2014 - Aug 2017)

Defining and designing the UX and UI for various payment services across web and mobile, including the design and launch of a service for small businesses to view their transactional data which was used by 200,000+ business owners.

## Education

### Brunel University

#### Industrial Design & Technology BA; 2.1 (2010 - 2014)

Major project was in collaboration with Guy's & St Thomas' Hospital, designing kitchenware for young people with hand weaknesses. Final year modules included Human Factors, Innovation & Business Management, Contextual Design and Environmental Design.