

Amber Rose

Product Design Leader | Design System Specialist | Divergent Thinker |
Digital Transformation Consultant | UX Expert with 10+ years experience

Experience



Lyst

Principle Product Designer | 2 years

Scale-up E-Com Design System Process Transformation

Projects

- Directed & delivered a 1:1 multi-platform Design System
- Implemented a premium aesthetic UI via the Design System delivery, introducing consistency & UX standards achieving +7% CVR
- Led the first design vision, informed by JTBD & VPM. This was broken into areas of focus for sprint, significantly reducing delivery time.

Process

- Transformed the UX workflow. Introducing a Design System, standardised output for design deliverables & a discovery phase to de-risk initial ideas.
- Collaborated with fellow directors on a product lifecycle & hypothesis framework, project stages, checklists, RACI & standardised output.

Strategy

- Transitioned design from service design to design led strategy. Working a quarter ahead, facilitating JTBD, MPV and delivering a vision to inspire and inform FY24 business strategy.
- Piloted UX discovery as a mechanism to validate hypothesis, gather initial data and reduce risk in build time and direction.

Leadership

- Advocated & delivered a transformation of processes, positioning design as thought leaders, vision setters and strategy informers.
- Mentored a team of 5 through pairing, project shadowing & tutoring to up-skill, develop experience & encourage ownership of projects.



Hasbro

User Experience Consultant | 3 months

E-Com Strategy IA Design Discovery Search

Projects

- Redesigned information architecture for the app based on best practice, new features and analytics review.
- Google analytics setup & tuition for client's team, creation of cohorts and to user types with custom journeys for member vs non member.

Strategy

- New Website IA, Membership proposal with paid tiers to encourage sign up featuring collectable NFT assets with purchases.
- Anti scalping NFT Solution to prevent mass resale of limited releases.



R/GA

Senior UX Designer | 3 months

Agency FinTech IA Design

Projects

- Led the audit of existing indicative visual assets from BCG, creating end to end user flow to meet clients requirements and vision.
- Singularly delivered the app IA and onboarding experience.

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Bio

I approach design thinking as a balance between art & science, where thoughtful inquiry and deep comprehension lay the foundation for exceptional solutions.

I specialise in Design Systems; reducing the time spent on bespoke deliverables to focus on user needs. This approach ensures that design decisions are well-informed, made once, and align with our vision.

I position UX as a reliable key metric that informs, drives strategy and mitigates risks. This strategic business alignment ensures that our UX efforts have a direct and measurable impact on the companies growth & success.

Expertise

Design Systems IA Design

Digital Transformation

Process Transformation

Start-up Scale-up Search

Discovery E-Com

Marketplace FinTech

Skills

Value Proposition Map JTBD

Q Planning Strategy Figma

Miro zeroheight Mentorship

Jira Ideation Workshops



Dunelm

Lead Product Designer | 2 years

E-Com Digital Transformation Design Systems Strategy

Projects

- Introduced a Design System, improving both consistency & velocity.
- Led Discovery and Evaluate verticals, resulting in increased PLP filter usage and significant CTR & CVR improvements.
- Led CMS frontend integration, introducing UX principles and applying the Design System via modular design templates.

Process

- Transformed the UX workflow. Introducing a Design System, UX standards & migrated UX from waterfall to align with engineering's agile workflow.
- Introduced Zeplin & Storybook for clarity and Abstract for concurrent collaboration. This improved efficiency and design-dev communication.

Strategy

- Consulted on digital transformation strategy, recommending areas of the experience to focus, timescales and allocation.
- Positioned UX as a trackable metric to inform strategy & reduce risk.

Leadership

- Trained UX and development teams on Design Systems principles, implementation and usage.
- Mentored a team of 5 through pairing, project shadowing and tutoring to up-skill, develop experience and encourage ownership of larger projects.



Starling

Senior Product Designer | 1 year

Startup Fintech Design Systems Strategy Ideation

Projects

- Implemented a Design System, refining legacy UX. This improved consistency & velocity.
- Directed & delivered Insights, Budget, & Round Up features.
- Led Transfer, FAQ, Account Switching & Account Management.
- Conceptualised Guided Search, Guided Goals, Applets, and Rules.
- Researched & Re-architected customer data to enable future functionality.

Process

- Transformed UX workflow, introducing a Design System, collaboration & versioning software and standardised outputs such as project specification and handover documentation templates.
- Trained both design and development teams in new ways of working.

Strategy

- Developed aligned UX roadmap for holistic strategies.
- Created a user experience map, identifying key intervals in the user lifecycle to understand drivers in behaviour.
- Managed official Starling community forum, engaging with users for project scoping using polls, surveys and interviews.

Leadership

- Mentored UX team on Design Systems principles and usage.
- Responsible for end to end UX lifecycle and upholding UX standards.

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Clearscore

Lead Product Designer | 3 months

Start-up FinTech Design System IA Design E-Com

Projects

- Implemented atomic Design System, refining legacy UX.
- Led acquisition vertical, optimising Homepage, Sign-up Funnel, and App Landing, resulting in a significant decrease in onboarding ER

Process

- Established a UX workflow. Introducing a Design System, setting UX standards and a cadence of design sync's and reviews.
- Introduced Zeplin & Storybook for clarity & tracking of final design output. This improved efficiency and built trust in the design-dev relationship.

Leadership

- Mentored UX team of 4 in Design Systems principles and usage.
- Conducted demos, pairing, and project shadowing to develop team knowledge, experience and enable ownership upon handover.



Not on the highstreet

Senior Product Designer | 1 year

Scale-up E-Com Marketplace Search Discovery

Projects

- Led web vertical, redesigning the product page and achieving +12% CVR, -6% bounce, and +5.6% product discovery.
- Led the re-architecture of notonthehighstreet.com redesign.
- Introduced dynamic inspiration led navigation flow and removed the exit-heavy mega nav, improving CTR.

Strategy

- Aligned UX roadmap with business roadmap, enabling holistic strategies and iterative rollout of long-term UX objectives.
- Developed user experience map using on-site analytics and user interviews to identify entry, navigation, and exit patterns.

Leadership

- Represented and strategised UX in executive meetings.
- Responsible for end to end lifecycle of UX projects on the web vertical.



House of Fraser

User Experience Designer | 1 year

E-Com Design Systems Strategy Ideation Discovery

Projects

- Initiated Design System and Digital Style Guide.
- Key contributor to the multi channel shopping experience, including; emails, in-store media, and shoppable window experiences.
- Piloted the digital magazine and multi-platform home redesign in collaboration with Dezeen agency resulting in +24% CVR.

Strategy

- Conceptualised and led the company's first shoppable window pilot, resulting in a 116% uplift in app downloads.
- Leveraged internal innovation program for in-store app integration, utilising WiFi analytics, digital signage, and iBeacons. Piloting digital price tags with QR deep links to the app or website, in app way-finding and department-location based messaging in store.

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