

SAMUEL MARCHANT

Senior Product Designer

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Professional Summary

Senior Product Designer with over 10 years of experience driving discovery-to-delivery for high scale mobile and web products. I specialise in simplifying complex problems into intuitive, data driven experiences, leveraging design systems, iOS/Android components and continuous research. My work has accelerated go-to-market by 36%, increased engagement by 5%, and reduced support costs. I'm a trusted partner to product and engineering teams, mentoring designers and aligning stakeholders around metrics, accessibility and delivery velocity.

Experience

Ticketmaster - Senior Product Designer (Mar 2023 – Present)

- Delivered a completely redesigned Ticket Management experience for both Ticketmaster fans and 300+ white-label clients
- Designed core UI components for iOS/Android using platform guidelines, enabling easier client customisation and improving SDK flexibility across apps used by **1M+ users monthly**
- **Created a new visual language Design System** across the SDK & App team which is now widely adopted by 25% of design teams
- Proactively identified design inconsistencies and initiated a scalable app design system, improving engineering velocity and cross-team alignment, now adopted across SDK & App teams and increasing design to dev productivity

Red Badger: Senior UX Designer (Apr 2020 – Mar 2023)

- Led product discovery workshops and usability studies for clients including Nando's, Levi's, BBC and more
- Accelerated Levi's go-to-market workflows by 36%, **reducing clothing line release time from 14 to 9 months**
- Defined success metrics with product owners, co-ran weekly design reviews focused on key user retention and conversion rates
- Introduced continuous research, A/B testing and lightweight prototyping into early-stage sprints, increasing design velocity and reducing product waste and this led to how teams approached product discovery

Rogers Communications: UX/UI Designer (Contract Jun – Dec 2019)

- Contributed to a pattern library to improve consistency across core flows on the OneView support platform
- Designed a virtual assistant interface integrated with backend APIs, aligning hardware/software requirements to deliver real-time support
- Worked with developers and engineering to refine chatbot UI, saving an thousands of dollars per day on support calls

Tabcorp: UX Designer (Jan 2017 – Jan 2018)

- Designed and launched the 'Multiplier' feature for betting apps, **used by 1M+ customers** and **boosting daily engagement by 5%**
- Initiated a team-wide accessibility audit that led to improved WCAG compliance and a measurable uplift in customer satisfaction scores
- Advocated for lean UX practices and ran user testing with real users in person on a weekly cadence

MetLife: UX Designer (Apr 2016 – Nov 2016)

- Led the claims tracker project which kept users informed of their latest insurance claim and improved transparency
- Implemented design principles, lower cognitive load and progress indicators to core workflows, contributing to increased task completion
- Championed the integration of design with engineering by hosting interface QA and pixel reviews for cross-browser consistency

New Republic: UX Designer (Jun 2015 – Feb 2016)

- Led user research and testing for clients including Dove Australia, Westpac, and Evolution Media
- Developed prototypes and front-end code to ensure responsive and performant digital experiences across CMS-driven sites
- Advocated for accessibility best practices ensuring smoother front-end handoff with fewer design-to-dev gaps and reduced rework

Education

- Maven: Staff Designer: Influence & Lead as an IC (2025)
- Google: AI Essentials Specialisation (2025)
- UX & Design in an AI World: Strategic Fundamentals (2025)
- Aspire Leadership: Line Management Training (2022)
- IxDF: Accessibility - How to Design for All (2021)
- General Assembly: 12 week UXD course (2015)
- UCA: Graphic Design - New Media (2008 – 2011) 2:1

Core Skills

- **Product Design**: User centred design, accessibility, usability testing, A/B testing, design systems, HIG/Material Design
- **Technical**: HTML/CSS, Confluence, Figma, Framer, Miro, Google analytics, Usertesting.com
- **Soft Skills**: Strategic thinking, curiosity, collaboration, storytelling, mentoring, data driven, challenging assumptions