Adam Maulvi

Senior Product Designer · Blackburn, Lancashire

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Summary

Senior product designer with 10 years in digital design across e-commerce and SaaS. I take work end to end, from research and data through design, testing and handover, and judge it by measurable outcomes, including a record 6% conversion uplift at iD Mobile. I use AI-assisted coded prototypes to pressure-test complex journeys before development, and I mentor designers and lead cross-team UX audits.

Experience

Product Designer

Currys / iD Mobile | April 2025 – Present

- Led the end-to-end redesign of the product page into a guided, step-by-step flow: commissioned a Contentsquare analytics audit, ran competitor benchmarking and three rounds of usability testing, and set success measures up front. 90%+ of testers found it easier than the current page; approved onto the roadmap with a projected low-six-figure annual return and now in development for an A/B test.
- Built a working, responsive coded prototype of the full journey with Claude and Vercel before handover. It surfaced undefined edge-case states, and developers now use it as a live reference alongside the Figma designs.
- Redesigned the SIM-only recommended plans section into an easier-to-skim carousel, delivering a 6% conversion uplift in A/B testing, a company record.
- Self-initiated a redesign of banner controls with arrows, loading states and an accessible pause/play control, delivering a 7% conversion uplift in A/B testing.
- Redesigned the upgrades landing page, increasing page visits by 53% and CTA clicks by 51%.
- Lead monthly cross-department UX audits that turn journey friction into rapid fixes, and mentor a fellow UX designer on the team.

UX Designer

AO / Mobile Phones Direct | September 2023 – January 2025

- Designed a new search results page and query logic, including pre-applied filters, autocorrect and a no-results recovery page, grounded in search analytics and Baymard research.

- Redesigned the phone upgrade journey, from eligibility check through to personal details.
- Initiated and built a scalable component library, improving design consistency and efficiency across the site.
- Ran UserZoom usability testing and iterated designs based on the findings.

UI Designer

Paydock | February 2023 – August 2023

- Redesigned a complex B2B payments web application, delivering quick-impact UI fixes and recommending longer-term product improvements.
- Rebuilt and expanded the component library to support a full rebrand, enabling faster, more consistent delivery.

UI Designer

IDHL | May 2022 – January 2023

- Facilitated stakeholder workshops to redesign an internal platform using Material Design 3.
- Refreshed two large e-commerce sites with updated style guides, cleaner layouts and interactive prototypes.
- Worked with UX, developers, PMs and clients to diagnose usability issues and ship rapid improvements.

UI Designer

Jisc | March 2021 – May 2022

- Designed UI across two major digital products, including a complex online application and form journey.
- Contributed to the design systems team, extending a scalable MUI-based system documented in Figma and Confluence.

UI Designer

AgriBriefing | May 2019 – March 2021

- Introduced a design thinking approach, producing sitemaps, user flows, wireframes, prototypes and style guides informed by user research and usability testing.

Web Designer / Team Leader

EKM | August 2016 – May 2019

- Designed 15+ e-commerce stores and reviewed 500+ websites with actionable UX and visual recommendations.
- Promoted to team leader, mentoring five apprentice designers and overseeing quality and development.

Education

UX Design Institute
Professional Diploma in UX Design | 2021 – 2022

UXTraining.com
UX Foundation Training | 2019

3aaa Apprenticeships
Level 3 Digital Marketing Diploma | 2016 – 2017

Skills

Design: Product design · UX · UI · Interaction design · Design systems · Accessible and inclusive design (WCAG) · Wireframing · Design documentation

Prototyping: AI-assisted coded prototypes · Figma prototypes with Variables · HTML/CSS

Research and data: Usability testing · A/B testing · Analytics audits · Competitor benchmarking · User interviews · Journey mapping · Information architecture

Collaboration: Workshop facilitation · Stakeholder management · Mentoring · Developer handover

Tools: Figma · Claude · Vercel · Contentsquare · UserTesting · UserZoom · Hotjar · Illustrator · Photoshop