

Tallulah Watson



EXPERIENCE

Senior Product Designer

Lyst

2023 - Now — London, United Kingdom

Managed complex projects autonomously from start to finish, driving a +16.6% increase in conversion rate through a size personalisation initiative. Contributed towards the Lyst Design System strategy and efficiency, assisting in creating long-term solutions to chronic problems and solving for complex design debt.

Product Designer

Lyst

2022 - 2023 — London, United Kingdom

Designed and shipped user interfaces for Lyst's industry-leading fashion shopping platform, reaching over 160 million annual users. Leveraged data insights to inform design decisions that improved user experience and engagement. Drove a +27% increase in web membership, and a +7.23% conversion rate uplift on the app.

Mid-weight Product Designer

VoucherCodes

2020 - 2021 — London, United Kingdom

Collaborated with product and engineering teams to level up both app and web products. Individually spearheaded a research initiative with over 40 users to devise an improved set of User Personas.

Product Designer

Hoop

2018 - 2020 — London, United Kingdom

Led interface design across app (B2C) and web (B2B) products with accountability of a self-implemented design system. Collaborated with heads of Product, Engineering and Marketing on core projects to improve product interfaces and experiences.

EDUCATION

Bachelor of Interactive Design

Media Design School

2014 - 2016 — Auckland, New Zealand

watsontallulah@gmail.com

+447853335204

London, UK

tallulah.design

linkedin.com/in/tallulahwatson