

# Duncan Molesworth

A creative product designer with nearly ten years industry experience designing across mobile, web & TV for some of the world's most iconic brands. With excellent interpersonal & communication skills, I am highly proficient in using analytical & design expertise to create business & user centered experiences.

## Dojo • Product Designer

April 2022 – Present • London / Bristol / Remote

Enhancing the customer support experience by leading initiatives to improve internal tools for customer service agents, enabling them to better support our customers. I collaborated closely with my product team, stakeholders in the support centre and other customer-facing teams to streamline the overall customer journey, reducing the need for contact wherever possible. A standout achievement was improving customer retention tools by leveraging AI to drive significant efficiencies within the support centre. This initiative reduced call times by an average of 33%, resulting in Dojo winning Gold at the European Contact Centre & Customer Service Awards for the Greatest Impact of AI. More recently, I've worked within the design systems team to implement Pando, our new design system. I conducted end-to-end audits, research, design explorations and competitor analysis for components; assessed engineering feasibility, defined information architecture, mapped variants, aligned with development teams, stress-tested in Figma. Documented usage rules, accessibility, and specifications to ensure optimal outcomes, delivering efficiency and consistency at scale.

## Play Sports Network • Product Designer

April 2020 – April 2022 • Bath, UK / Remote

Collaborated within a cross-functional product team to create and grow a social community experience for cyclists worldwide through the Global Cycling Network (GCN) mobile app. Operated within a dual delivery cycle, balancing user testing, feature development, and iterative optimisation to ensure continuous improvement and measurable results. Conducted research to identify the need for a search feature and led the end-to-end design process across Android and iOS, achieving a 200% increase in followers per active user. Additionally, I led UX design of browse, watch, and payment flows for the launch of GCN+, a global streaming subscription service. This exceeded initial subscriber targets by 50%, grew the user base to 1M monthly active users, and contributed to GCN's acquisition by Discovery Inc.

## BBH London • UX Designer

July 2018 – April 2020 • London, UK

Led UX design in a product team working on [samsung.com/uk](https://samsung.com/uk), focusing on optimising the user journey to increase conversion rates from buy pages to checkout. Collaborated closely with squad members as well as Samsung marketing teams in coordinated launch of flagship product launches including the Watch and Galaxy S10, identifying high-impact areas for conversion optimisation. Designed and prototyped solutions for user testing, oversaw the implementation of A/B tests, and leveraged insights to inform future UX strategies. These efforts resulted in a 24% year-on-year increase in conversion rate, significantly improving business performance and shaping the direction of ongoing UX initiatives.

## New Zealand Fine Touring Group • UX Designer

March 2017 – March 2018 • Wanaka, New Zealand

Utilising data from Google Analytics and other CRO software to make UX enhancements, my role was to improve user experience and conversion rate across the company's marketing pages and booking flows. Collaborating with the marketing team to ensure a seamless user journey during promotions, presenting data driven insights to stakeholders in order to improve future digital campaigns. Mobile focused UX optimisation on Ski New Zealand resulted in a 73% increase in conversion rate.

## Blaze Concepts • Front End Web Developer

September 2014 – September 2015 • Taunton, UK

Web development & on-going technical support working with WordPress & Campaign Monitor. Setting up hosting & domain configuration, as well as email campaign design, development & implementation. I seamlessly migrated over 2,000 products to new CMS, configuring Zoopla & Right Move API's to automatically update client's London property management website.

## Atlantic Riders Portugal • Head Surf Coach

April 2014 – July 2014 • Algarve, Portugal

Managing a team of instructors & assistants, teaching surfing to guests of a wide range of abilities & nationalities. Responsible for the logistics, organization & safety of clients while staying at the surf camp.

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## Plymouth University

2012 – 2016 • Plymouth, UK

First Class BSc (HONs) Digital Art & Technology; Information Design

## University of the Arts London

May 2019 • London, UK

Graphic Design (Short Course)

## Out Of Office

When I'm away from my laptop I enjoy spending time in the ocean—surfing, swimming, and sailing. I also like running and cycling, especially to pubs and coffee shops.