

# Duncan Molesworth

A strategic Product Designer with nearly ten years' experience crafting mobile, web, and TV experiences for iconic brands. Skilled in blending analytical thinking with design to create business-driven, user-centred solutions. Strong communicator, driving cross-functional alignment and measurable impact.

## Dojo • Product Designer

April 2022 – Present • London / Bristol / Remote

Led initiatives to improve internal tools for customer service agents, enabling them to better support our customers. Owned the end-to-end design process, collaborating with product managers, engineers, and senior stakeholders to drive strategic improvements across the customer support journey, reducing the need for contact wherever possible. Improved 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, shaped company-wide design strategy by playing a key role in the implementation of Pando, Dojo's new design system, ensuring efficiency, accessibility and consistency at scale. I conducted end-to-end audits, research, design explorations and competitor analysis for components; defined information architecture, mapped variants, aligned with development teams on implementation. Mentored junior designers and contributed to scaling design processes, improving cross-functional collaboration and adoption of the design system.

## Play Sports Network • Product Designer

April 2020 – April 2022 • Bath, UK / Remote

Led the end-to-end product design of a global social app for cyclists, scaling the user base from 250K to 1M MAU and becoming the #1 cycling app on iOS and Android, contributing to its acquisition by Warner Bros Discovery Inc. Owned the UX strategy and execution for key features, including search, browse, watch, and payment flows, directly driving a 200% increase in followers per active user and exceeding subscription targets by 50% for GCN+ live and on-demand content. Drove a user-centred, iterative design approach, leveraging a dual delivery cycle to validate ideas, test with users, and optimise based on impact analysis. Collaborated closely with cross-functional teams, including engineering, product, and data teams, to align design with business goals and technical feasibility.

## BBH London • UX Designer

July 2018 – April 2020 • London, UK

focusing on optimising the user journey to increase conversion rates from buy pages to checkout in cross functional product team working on [samsung.com/uk](https://samsung.com/uk). 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.