Duncan Molesworth

A creative product designer with over five 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.

Play Sports Network • Product Designer
April 2020 – Present · Bath, UK / Remote

Sole product designer in a cross functional team focused on delivering a social experience in the GCN app for cyclists worldwide. Highlighted the need for a search feature through user research, leading design through implementation, resulting in over 200% increase in followers per active user. I also led design on browse, watch & payment flows for the launch of streaming subscription service, GCN+, which surpassed initial subscriber targets by 50%, growing our user base to 1M MAU & resulting in acquisition by Discovery Inc. Working in a dual delivery cycle, testing ideas with users, building new features, iterating & optimising those that didn't achieve expected results. Implemented a design system & collaborated with product, engineering & design teams to balance speed of delivery whilst striving for consistency, using the design system for alignment.

BBH London • UX Designer
July 2018 – April 2020 · London, UK

Samsung

Optimising samsung.com to increase conversion rate, I led UX design, working closely with data analysts, developers & product owners to identify & improve key parts of the user journey. Designing & prototyping solutions for user testing then overseeing implementation of A/B tests, taking learnings to influence future UX initiatives. Our optimisations resulted in a 24% YoY increase in conversion.

Western Union

Following a global rebranding carried out by BBH, I conducted stakeholder interviews with web leads in different markets to discover pain points on westernunion.com as well as analysing user data & competitor research. From these insights I created wireframes & prototypes for usability testing, using the results to iterate designs before handoff to external development teams.

New Zealand Fine Touring Group • UX Designer
March 2017 – March 2018 · Wanaka, NewZealand

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.

Steve Radcliffe Associates • Freelance Digital Consultant
October 2016 – December 2018 · Hampshire, UK

Working with web development teams, advising on user experience, I created wireframes & prototypes to illustrate user journeys. Planned a successful proposal for a mobile learning app on IOS which included UI designs of features and user journeys. Conducted UX audit of global online learning resources that offered leadership courses to The Civil Service.

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. 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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Phone: 07595 971 788

University of the Arts London
May 2019 · London, UK
Graphic Design (Short Course)

Plymouth University
2012 – 2016 · Plymouth, UK
First Class BSc (HONs) Digital Art & Technology; Information Design

Tools
Figma
Framer
Sketch
Invision
Craft
Principle
Adobe CC
Google Analytics
GitHub
Jira
Wordpress
HTML/CSS
Javascript

Out of office
My coastal upbringing has meant I enjoy activities in the ocean, mostly surfing, swimming & sailing. I also like running & riding my bike to pubs & coffee shops.