David Bull

Senior Product Designer

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Summary

Senior Product Designer with over a decade in design, the last six years on digital products used by millions, across ecommerce, conversational AI, native iOS and Android apps and tools for store colleagues. Mobile first and used to leading work end to end.

My background in industrial design means I'm used to working within constraints, whether that's aircraft safety regulations or technical debt and tight delivery timelines. I lead discovery, shape product direction and design the work myself, from the first research to the numbers after launch.

Core Skills

- **Design Strategy**
  Experience ownership, prioritisation and trade offs, roadmap influence, stakeholder alignment, cross functional collaboration, mentoring.
- **User Research and Insight**
  User research, customer interviews, usability testing, workshops, journey mapping, problem framing, data informed decision making.
- **Product, UX and Interaction Design**
  Mobile first design for iOS, Android and web, user journeys, wireframing, interaction design, rapid prototyping, design systems, accessibility.
- **Conversational AI**
  Designing LLM powered assistants: conversation design, guardrails, trust messaging and entry points.
- **Validation and Optimisation**
  Experimentation, A/B testing, analytics, iterative delivery.

Experience

Sainsbury's / Argos

Senior Experience Designer
July 2024 - Present | London, UK

- Led the redesign of the Argos product page, the highest traffic page on the site. The new fulfilment component lifted conversion by 0.6% and add to trolley by 1.0%, and rolled out to every customer.
- Shaped the experience strategy across the product page and category journeys, using analytics, A/B testing and customer research to decide what to build first.
- Led the design of Ask Trevor, Argos's generative AI shopping assistant and its conversation design, from problem framing to live product in 9 months, iterating on entry points, interaction patterns and trust messaging. Now handling over a million customer conversations, with engaged users converting at 2.5x the site average and satisfaction up from 58% to 70%.
- Moved trade-in from an accordion at the bottom of the product page to a widget under the price, then guided two partners through our design system to an embedded journey. Trade-in conversion reached 4%.
- Built accessibility and design system standards into delivery from the start.
- Run a weekly design crit, mentor other designers and help organise Design Live, an internal design conference.

Experience Designer
June 2022 - July 2024 | London, UK

- Led the app experience during an early investment phase, working with a single product manager and an offshore engineering team. Set the initial direction for the Argos app: principles, patterns and ways of working that later teams built on.
- Built the app's first local component library and end to end Figma file template and trialled new design system components with the design system team.
- Ran discovery and problem definition across navigation, product lister and product page journeys. Redesigned the app product lister from stacked cards to a grid, with an add to trolley button on every product.
- Brought the native app and web closer together, so customers got a more consistent experience.
- Built the case for more app investment through clear commercial results, which led to senior product leadership and onshore engineering.

Kingfisher (B&Q)

Product Designer
January 2021 - June 2022 | London, UK

- Redesigned the Click and Collect picking tool used by store colleagues. Reduced average pick time from 11 minutes to under 8, a 27% cut in pick time across Digital Hub stores.
- Worked closely with business analysts, product managers and engineers to deliver and iterate on improvements, balancing usability, operational constraints and what was realistic to ship.
- Jointly led the Colleague Research Network, which gave the team direct access to the colleagues using the tools we were building.

Previous Experience

Acro Aircraft Seating

Industrial Designer
July 2018 - September 2020 | Gatwick, UK

- Designed aircraft seating platforms from concept through to manufacture for budget and premium airlines, where passenger experience, safety, cost and manufacturability all had to balance.
- Worked with engineering and programme teams to deliver seating systems that met strict certification requirements.

Collins Aerospace

Industrial Designer
June 2017 - July 2018 | Leighton Buzzard, UK

- Designed bespoke Airbus A350XWB cabin monuments for airlines including British Airways and Aeroflot, within strict regulatory, spatial and safety constraints.
- Worked with engineering teams and client stakeholders to meet both airline brand requirements and certification standards.

Tupperware

Junior Industrial Designer
September 2015 - October 2016 | Aalst, BE

- Led the tabletop category, launching three products to market and securing three design patents.

Additional freelance and internship experience from 2012 - 2017 at:

tangerine, Sabotage Design, etowine, Quirky

Education

Central Saint Martins , University of the Arts London
BA (Hons), Product Design - Upper Second Class Honours
2009 - 2012 | London, UK

Experience Haus
Digital Product Design (UX & UI)
2020 | London, UK

Certifications

IBM Enterprise Design Thinking Practitioner
UserZoom Essentials Certificate

Tools

Figma, Miro, Adobe Analytics, Glassbox, Contentsquare, Maze, UserZoom, Jira, Confluence, Lottie, Copilot, Claude, Adobe Creative Suite