

TIM DAVIES

PRODUCT DESIGNER, LONDON, UK

timdavies.work
timdavies_1@hotmail.co.uk
linkedin.com/in/tim-davies-83715638/

EXPERIENCE

Product Designer → Senior Product Designer

Charlotte Tilbury Beauty • 2021 — Present

- Designing and optimising core shopping experiences across charlottetilbury.com and the mobile app, while helping scale the Product Design function as the business has grown globally.
- Lead designer on Charlotte Tilbury’s new checkout, redesigning core journeys across delivery, Click & Collect, payment and order review. Currently rolling out through multiple rounds of A/B testing.
- Helped take the Charlotte Tilbury app from 0 → 1, working across product strategy, UX and UI to shape its native shopping and content experience. The app has since reached 2.2m+ installs.
- Delivered improvements across PDP, PLP and Add-to-Bag, including a +1.72% increase in PDP conversion from sticky Add-to-Bag and £1.6m in sales in four months from a new Add-to-Bag confirmation experience.
- Helped scale Product Design from 2 → 11 designers, supporting team growth through hiring, interviewing 20+ candidates across Design, Product and Engineering, onboarding new team members and mentoring junior and mid-weight designers.
- Helped build the Charlotte Tilbury design system from scratch, creating scalable components and patterns across the product and exploring how AI can support its ongoing maintenance.
- Leading the adoption of AI and automation across Product Design, building workflows across research, critique, ideation and prototyping, including research automation that can save weeks of manual analysis and synthesis.

UX/UI Designer → Senior Product Designer

Unilever / Publicis Sapient • 2016 — 2021

- Worked with some of Unilever’s largest global brands, leading discovery and defining UX/UI direction across digital products and platforms while embedded within Publicis Sapient.
- Led the creation of Unilever's white-label design system, building reusable components that could be adopted across multiple brands, alongside an AEM authoring design system for internal teams.
- Worked across platform UX, mobile product design and data visualisation, including the OneView mobile app, Adobe platform experiences and UX training delivered across multiple Unilever functions.

EARLIER EXPERIENCE

Digital Designer - Blue Baboon Digital	2015
Video Editor - Craftwork Marketing	2013

PROFILE

Product Designer with 11+ years’ experience designing high-performing products for global brands. I work across product strategy, UX and interaction design, with particular depth in commerce, scalable systems and commercial impact.

More recently, I’ve been focused on how AI and automation can improve the way design teams work.

KEY FIGURES

11+	Years of experience
2 → 11	Helped scale the design team
2.2m+	Charlotte Tilbury app installs
+1.72%	PDP CVR increase
£1.6m	Sales in first 4 months

EDUCATION

Manchester School of Art
Creative Multimedia • 2015

BBC Best Degree Show Project Award

SKILLS

- Product Strategy
- Design Leadership & Mentoring
- UX & Interaction Design
- E-commerce
- Conversion Optimisation
- User Research
- Experimentation & A/B Testing
- Design Systems
- Prototyping & Design-to-Code
- AI & Automation
- Accessibility & Inclusive Design