

# // Samuel Blake

Sam.blake@outlook.com | +447802642640 | [Sam's UX Portfolio](#) | [Connect on LinkedIn](#)

I'm a product designer who gets to the root of the problem before reaching for Figma. I work best in cross-functional teams where design has a real seat at the table, shaping projects through research, collaboration and effective decision making.

## // Experience

### **Product Designer | Matalan Retail**      September 2025 – Present

- Built a new design system, documenting 300+ components across web and mobile using Atomic Design principles, now adopted across design, CRO and trading teams and being implemented into frontend code.
- Led UX on a platform migration with THG, collaborating with their UX, engineering and development teams to audit 55 web and mobile widgets and raising 70 experience and WCAG accessibility tickets.
- Leading an end-to-end discovery project for a new website, owning all research decisions and delivery across an 8 phase plan from initial discovery through to RFP and build.
- Repaired relationships between UX, trading and customer insight teams, reestablishing cross-functional collaboration and removing issues around siloed teams.
- Rebuilt UX research practice from the ground up and embedded it at executive level, for example using my research I directly influenced a decision to abandon AI generated imagery for child models based on target customer sentiment.
- Designed and delivered UX for a suite of native mobile app widgets in collaboration with Apadmi's development team, working within an Agile refinement process across design, product and engineering.

### **Product Designer / Business Analyst | Santander UK**      September 2023 – September 2025

- Redesigned a knowledge base handling 5 million annual searches, implementing AI search and personalisation features to boost NPS by 12% and save 200+ hours of colleague time per month.
- Designed a personalisation feature that automatically filters content to each user's role, removing the need for manual filtering and reaching 50% adoption within the first month of launch.
- Increased feedback rate by 30% on an AI chatbot used by thousands of colleagues daily, delivered within a three week window and zero additional development budget through targeted UI changes and providing a dedicated community feedback forum.
- Led a team of three to research and redesign an internal support forum, delegating research across user interviews, competitor analysis and observational studies, cutting load times by 50% and saving 97 hours per month.
- Audited and resolved 34 usability bugs across the platform and ensured compliance with WCAG 2.2 accessibility standards.
- Built the business case and secured international stakeholder buy in to deploy an AI search engine, replacing a legacy system and delivering 200+ hours of monthly time savings.
- Redesigned fraud and scam reporting across heavily regulated teams, consolidating 18 separate processes into 2 through cross-functional alignment with senior stakeholders and risk teams.

### **UX Researcher (rotation) | Santander UK**      March 2025 – April 2025

- Proactively embedded within Santander's central UX team on a development rotation, building relationships that led to a direct research collaboration with a lead researcher.
- Conducted research on mobile balance displays using surveys and user interviews, revealing a gap between self-reported and actual comprehension of pending transactions, and offered naming recommendations to improve clarity in the mobile app.
- Consolidated research findings into a stakeholder report, contextualising insights for the product owner to build the business case for updating balance displays.

### **Director | Blake's Estates**      August, 2020 – Present

- Founded a property investment business after identifying an opportunity in the market, managing the full lifecycle from financing and mortgage structuring through to refurbishment, contractor management and ongoing landlord compliance.
- Delivered 30% ROI on my first project, building firsthand understanding of the agent, landlord and investor experience that underpins the UK property market.

## // Education

### **Google UX Design Professional Certificate**      2021 – 2022

- I have gained the key skills to work as a UX Designer. This includes building wireframes and prototypes, empathising with users, conducting research to test designs, and how to effectively utilise AI.

### **Biological Sciences (Hons) 2.1 - University of Liverpool**      2016 – 2019

- My background studying animal behaviour, data analysis and learning about experimental design for the sciences has been incredibly useful and directly applicable to UX.