

Matt Christie

Senior Product Designer

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PROFILE

Senior Product Designer with 8+ years across B2B SaaS, ecommerce and financial services. Leads UX work from discovery and interaction design through prototyping, testing, delivery and optimisation, using research and behavioural analytics to make concrete design decisions. Partners with Product and Engineering, with experience managing and mentoring five designers. Strengths in complex workflows, experimentation and accessibility.

SELECTED PROJECTS

- Yieldify: redesigned campaign setup around clearer targeting rules, plain-language summaries and a review step before launch.
- Virgin Money: redesigned the mobile application journey using behavioural analysis, clearer calls to action and an A/B test against the live experience.
- Contentsquare: led website unification UX across Contentsquare, Hotjar and Heap, rebuilding information architecture and simplifying product-to-demo journeys.

CORE SKILLS

Product design Interaction design, complex workflows, Figma, wireframing, prototyping, user flows, design systems

Research and optimisation UX research, usability testing, behavioural analytics, A/B testing, CRO

Delivery and leadership Product and Engineering collaboration, stakeholder workshops, design leadership

Accessibility WCAG, inclusive design, accessibility audits

PROFESSIONAL EXPERIENCE

Matt Christie | Sep 2025 - Present

Independent Product Designer

- Building Margin, an AI-assisted UX critique tool for product teams to identify usability issues and accessibility barriers, alongside independent design projects, professional development and travel.
- Prototyping product concepts and exploring AI-assisted research synthesis and design workflows.
- Designed a commissioned mobile product-page prototype for ZOEVA, focusing on hierarchy, progressive disclosure and interactive shade selection.

Contentsquare | May 2023 - Aug 2025

Senior UX Designer (Web, CRO & Accessibility)

- Led a six-month UX engagement to unify the Contentsquare, Hotjar and Heap websites, partnering with Product, Engineering, Marketing, Analytics and agency teams.
- Rebuilt information architecture around visitor intent and simplified product-to-demo journeys.
- Conducted moderated usability research across six markets; used behavioural analytics, heatmaps and journey analysis to guide wireframes, prototypes and post-launch iteration.
- Audited high-traffic journeys and addressed WCAG 2.1 AA issues in contrast, keyboard support and focus states.

PROFESSIONAL EXPERIENCE CONTINUED

Contentsquare | Jan 2020 - May 2023

Lead UX Designer (EMEA & APJ)

- Led UX strategy and design for Samsung, ASOS, Virgin Money and Pizza Hut, carrying work from research and discovery through prototyping, testing and delivery.
- Redesigned Virgin Money's mobile application journey, surfacing key information, clarifying calls to action and simplifying page structure; collaborated with CRO on an A/B test against the live experience.
- Managed and mentored five designers across concurrent projects; partnered with product, marketing, engineering and analytics teams.
- Delivered usability testing, journey mapping, workshops and UX audits across onboarding, checkout and lead-generation journeys.

Unipro | Jun 2019 - Dec 2019

Senior UX Designer

- Led the agency website redesign, using research and usability testing to improve navigation, information architecture and customer journeys.
- Designed reusable components and page templates; partnered with developers and stakeholders on digital experiences for Pfizer and Specsavers.

Yieldify | Apr 2017 - Jun 2019

Product Designer

- Redesigned a complex B2B campaign builder with Product and Engineering, using research, usability testing and behavioural insight to simplify setup and navigation.
- Brought targeting rules into one view, added plain-language summaries and a review step, and used progressive disclosure to keep essential settings visible while hiding secondary detail.
- Documented a Figma design system covering colour, typography, spacing and component behaviour to support consistent interfaces and clear engineering specifications.

SPEAKING AND KNOWLEDGE SHARING

Presented webinars, talks and workshops on UX, accessibility, behavioural insight and optimisation. Delivered accessibility workshops for enterprise teams.

EDUCATION AND PROFESSIONAL DEVELOPMENT

BA (Hons) English Literature, 2:1 | University of Leeds | 2010 - 2013

AI for Designers | Interaction Design Foundation | 2025

UX Strategist | Nielsen Norman Group | 2022

Introduction to Web Accessibility | edX | 2021

Contentsquare Expert | Contentsquare | 2020