Lewis Bradford

Portfolio →

Product Designer

lewis.bradford@icloud.com
Based in Ancoats, Manchester

Product Designer specialising in scalable digital experiences, design systems and data-informed product optimisation.

Experience

UX/UI Designer (Secondment) • Virgin Media O2
Mar 2025 – Present

- Led a strategic gap analysis between the North Star Eco vision and the constraints of an existing white-label platform, identifying interaction, information architecture and theming inconsistencies across 26 customer journeys.
- Defined the design-system integration strategy, mapping ~290 design tokens and establishing scalable theming and component governance to deliver an O2-branded, UK-focused experience without requiring a full platform re-architecture.
- Defined the adaptation strategy for 100+ templates, establishing component usage and override principles while balancing O2 brand requirements with technical feasibility.
- Partnered across three cross-functional teams, including product leadership and engineering, and presented strategic recommendations to director-level stakeholders to align scope, priorities and roadmap direction.

UX/UI Designer • Virgin Media O2
May 2023 – Mar 2025

- Led the redesign of Virgin Media's home-mover experience, serving 150,000 customers annually, transforming an assisted-service journey into digital self-service.
- Delivered a 5.8% uplift in containment and 18% increase in Book Move engagement, then designed a five-step booking journey that reduced completion time by 28.6% and achieved a 4.6/5 ease-of-use score.
- Identified onboarding friction through ContentSquare analytics and independently proposed a controlled A/B test, delivering a statistically significant 52.4% increase in Early Life engagement and contributing to a 59% CSAT uplift.
- Contributed to Virgin Media O2's Central Design System, supporting scalable components and consistency across its multi-brand ecosystem.
- Mentored designers and championed design-system adoption and user-centred design practices across teams.

Senior UI Designer • TalkTalk
Mar 2022 – May 2023
- Designed a product-bundling experience for TalkTalk's NOW TV FTTP acquisition journey, balancing mandatory TalkTalk TV subscriptions with transparent pricing and optional NOW Sports and Entertainment packages.
- Introduced an interactive product-selection experience that improved conversion rate by 7.2% overall, with almost 10% improvement on mobile devices.
- Designed scalable product-card experiences, subsequently rolled out across CFH .
- Defined strategy and governance for the company's design system, creating scalable components and facilitating cross-team contributions to support consistent product experiences.

Senior Designer • Apadmi
Dec 2021 – Mar 2022

UI Designer • Sky
Jan 2019 – Dec 2021
- Led the redesign of Sky's post-purchase onboarding experience, introducing an interactive next-best-action progress tracker to simplify customer setup and encourage adoption of digital services.
- Increased Sky ID engagement to 86%, from 0%, while achieving 59% engagement for My Sky and 50% for Sky Go, validated through post-launch production analytics.
- Used stakeholder workshops, usability testing and interactive Framer prototypes to validate customer behaviour and simplify the onboarding experience.

UI Designer • Ticket Arena
May 2017 – Jan 2019

Junior Designer • DB Orthodontics
Jan 2015 – Apr 2017

Academic

BA (Hons) Advertising & Media 2:1
Sep 2011 – Sep 2014

Core Skills

Product Strategy • UX Design • Interaction Design • Information Architecture • User Research • Journey Mapping • Rapid Prototyping • Design Systems • Design Tokens • Design Governance • Experimentation & A/B Testing • Stakeholder Management • Workshop Facilitation • Mentoring

Tools & Technologies

Figma • Framer • ProtoPie • Miro • ContentSquare • HTML • CSS • JavaScript • GitHub

Awards & Nominations

Recognised as a Virgin Media O2 “Can Do” Award monthly winner (July 2024) for improving the digital experience for customer relocation their home services

Interests

Gym • Swimming • Architecture • Travel • Film & TV • Writing • Technology • Science • Psychology • Urban Design • Gaming • World Cuisine • Culture