



Melissa Cameron

Senior Product Designer

Portfolio

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With over 9 years of experience leading and developing e-commerce brands, I'm dedicated to creating consumer-centred digital experiences that deliver real impact. By combining user-focused design with data-driven strategies, I've helped multiple companies grow their AOV, CRV, and overall business performance across web, mobile web, and native apps.

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Senior Product Designer (October 2021 - Present)

Web

Revenue & Conversion Growth

- Led incremental web enhancements (UX/UI refinements, streamlined checkout, and improved product discovery), achieving a **2% uplift** in conversion rate across the e-commerce funnel.
- Delivered Registration and Checkout journey improvements that resulted in a **+4ppt** uplift in e-comm conversion rate worth **£500k** annual incremental revenue.

Retention

- End of 25' developed a subscription service estimated at **100k** additional revenue in the first year and incremental revenue each year thereafter. Currently at **11K** sign ups in the first 6 weeks of launch. Predicted to drive Single purchasers from 1 cards to 2 cards per order.
- Start of 24' helped implement and launch of Faceswap on web, based on the success of app. Currently sold **500K**, with a revenue uplift of **2%**.

Native App

Revenue & Conversion Growth

- Reimagined the card-first gifting experience, resulting in **+19.6%** increase in overall gift attach rate against budget and **+0.9%** increase in CVR.
- Delivered a **5% increase** in app revenue through design-led growth experiments, feature improvements, and UX optimisation.
- Led on an industry first feature - **Faceswap photocards** - which uses Ai technology to create unique photo content for customers. Faceswap has led to the highest return rate at **71%** compared to other personalised cards in the catalogue. Led to an uplift in new customers: **+12ppt** uplift vs Standard and for Single purchasers: **+8ppt uplift**.

User Acquisition

- Drove **66% year-on-year growth** in app downloads — from **113K to 189K** installs — through strategic web-to-app migration campaigns with targeted incentives and clear value communication.

Retention & Engagement

- Redesigned the app onboarding flow, reducing post-installation **drop-off by 20%** and increasing new-customer engagement by **2.5x** through a faster, more intuitive time-to-value experience.

Gousto

Senior Product Designer (April 2021 – October 2021)

Growth Tribe

Short term contract working closely with data analysis to best understand customer experience drivers across acquisition, retention and customer care. Focusing in particular on early life customers to improve their "stickiness" with the brand.

- Led workshops with PM's, engineering and customer care to ideate around ways to onboard customers.
- Building a deep understanding of who our customers are through continuous generative research on Userzoom.
- Pairing with brand to ensure all designs reflected the strong Gousto identity and consistency.
- Working cross-functionally scoping opportunity trees and helping build upon our teams road map.

Photobox

Senior Product Designer (July 2020 – April 2021)

Product Designer (May 2019 – July 2020)

Creation Studio

Working with my PM to conduct research to help validate early assumptions and priority focus areas. From this insight we then built a set of hypothesis to support early wireframes, and define the overall direction in the project. Once we were in the delivery phase we decided to launch with an A/B testing approach, to help mitigate risk and loss of revenue. This strong customer focus meant we were able to drive experience and revenue uplift throughout the project. This has resulted in **+33% AoV, -50% creation time and +5.5pp better conversion.**

Quander.io, Product Designer – (Jan 2018– Feb 2019)

Seventy Agency, Interaction Designer – (stockholm) (March 2017– Jan 2018)

Fat Unicorn, Junior Designer – (Feb 2016– March 2017)

Education

Brunel University (Sept 2011– 2015)

Industrial Design & Technology - 2:1 BA Hons