



# Arjuna Woodrow

Product Designer

Email [hello@arjunawoodrow.com](mailto:hello@arjunawoodrow.com)

Website [www.arjunawoodrow.com](http://www.arjunawoodrow.com)

Social [LinkedIn](#)

Location Brighton, UK

Product designer with **7 years experience** implementing **end-to-end design process** for several **high-growth start-ups**. Experience working across **web, iOS and Android** as an integral part of the product development cycle and team. I deliver **high impact, data driven and UX focussed results** across multiple industries such as **e-commerce, B2C subscription services, food and editorial**.

## Experience



### Freelance Product Designer

Manual · Oct 2019 - Present

Working remotely as product designer on a men's health e-commerce subscription website. Big focus on improving KPIs by **conversion rate optimisation, launching and improving upsell and cross-sell metrics**. User experience improvements around **managing your subscriptions** and **successfully launching new product categories**. Navigated product through rebrand and **built design system** for use by designers and developers.



### Freelance Product Designer

ckbk · Jan 2019 - Jul 2019

Worked as the sole product designer for early stage start-up offering "the Spotify for recipes". My period working there involved **rapid working on new product features and improvements** off the back of **user interviews and research**. Worked on developing the **paywall and subscription management** as well as implementing a simple **design system**.



### Lead Product Designer

Farmdrop · Apr 2017 - May 2019

Lead Product Designer working across web, iOS and Android. I worked **end-to-end on the design and implementation of new product features** managing stakeholder requirements throughout the design process. During my time there the **iOS app was selected by Apple in their Best of 2017** and we successfully **launched the Android app**. I created **design systems for all platforms from scratch** to improve design consistency and updated them through a **company-wide rebrand** in October 2018.

# Experience cont.



## Freelance Product Designer

Self-employed · Jan 2016 - Present

Since 2016 I have been working as a freelance product designer full or part time for a number of clients, **contracting for start-ups** and completing web projects for small businesses. This experience has developed several aspects of my design practise including my **presentation skills, client and time management, juggling several projects at once and delivering projects on time and to budget.**



## Web & Brand Designer

Great British Chefs · Feb 2013 - Dec 2015

Lead designer **responsible for redesign of core Great British Chefs website** which combined a **visually impactful site whilst improving KPIs** by lowering bounce rates and increasing time on site and page views. **Two designers worked under my guidance** throughout the project. **Art directed iOS and Windows apps** alongside website redesign. **iOS apps featured by Apple** regularly as Editors Choice. **Windows app featured in Microsofts best apps for launch of Windows 8.** Successfully **launched international expansion** Great Italian Chefs and Great Global Chefs.

# Skills & Tools

## Design

Figma · Sketch · Adobe XD · Adobe Creative Cloud · InVision · Zeplin

## Development

Understanding of: HTML · CSS · Javascript

## Product Management & Analytics

Asana · Jira · Trello · Google Analytics · HotJar · Miro

# Education



## BA (Hons) Design for Graphic Communication

London College of Communicatrion · University of the Arts London