

# Chloe Wood

## Wise, Staff Product Designer, 2023 – 2024

- Led cross-functional collaboration to improve account detail discoverability. Testing demonstrated significant improvements in task completion rates, with rollout scheduled for Q4.

## Spotify, Staff Product Designer, 2019 – 2023

- Led the design and execution of Spotify's Wrapped in-product experience, driving measurable improvements in user engagement and social sharing
- Worked with Google to integrate Google Play Billing system, improving conversion performance
- Designed Spotify Premium's referral program, contributing to user acquisition growth

## DAZN, Lead Product Designer, 2015 – 2019

- Led the implementation of a new global brand identity and built a comprehensive Design System.
- Integrated various payment providers to expand DAZN's international reach, boosting global conversion rates.
- Created a homepage builder, driving a 300% increase in conversion rates.
- Defined the acquisition experience for DAZN's launch in Japan and Germany, contributing to 4.4 million subscribers.

## Amazon, UX Designer, 2012 – 2015

- Redesigned Amazon Video's Watchlist to reduce bounce rates through improved navigation.
- Collaborated with UK and US teams to enhance Amazon Video's browsing experience, boosting engagement and enabling the platform's global launch.

## LOVEFiLM, Next Retail, Interflora & Waltons 2012 – 2009

## Capabilities

- End-to-end design
- Prototyping
- Basic motion design
- Concept testing
- Cross-functional collaboration
- Development handover
- Workshops & design sprints
- Shape design strategy
- Accessibility design
- Cross-functional collaboration

## Tools

Figma, Claude code, Github, VS Code, Adobe Creative Suite, Google Docs, HTML & CSS

## Education

SuperHi, Visual Design & Branding  
SuperHi, HTML, CSS & Javascript  
BA (Hons) Multimedia Design

## Contact

[linkedin.com/in/clocopops](https://www.linkedin.com/in/clocopops)