

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. Currently learning UI Motion Design.

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 (web, apps, TV)
Prototyping (Figma, HTML & CSS)
Basic motion design
Concept testing
Cross-functional collaboration
Development handover
Workshops & design sprints
Shape design strategy
Accessibility design
Lead and mentor designers
Cross-functional collaboration

Tools

Figma, Sketch, 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)
clocopops@hotmail.co.uk
+44 7432 690 927