

LEAH GRANT

Product Designer

Contact



07900666974



leahgrant66@gmail.com



leahgrant.co.uk



www.linkedin.com/in/leah-grant82

Skills

- **Industry-Standard Tools**

Expertise with design tools - Figma, Sketch & Adobe Creative Suite, alongside usertesting tools such as UserZoom, UserTesting, DScout and One Pulse, and presentation and collaboration tools such as Miro, Canva and Google Docs.

- **Prototyping & Interaction Design**

Creating wireframes, user flows and high fidelity interactive prototypes.

- **Visual Design**

Strong visual design and UI skills, including composition, typography, colour theory and information hierarchy.

- **Cross-platform Design**

Proven ability in designing cohesive and responsive interfaces and user journeys, across app, browser platforms and Connected TV (CTV).

- **Collaboration**

Proven ability to work closely with product managers, front end and back end engineers, researchers, writers, other designers and key stakeholders.

- **User Research**

Conducting interviews, surveys, and usability tests to gather qualitative insights and quantitative data, and synthesising results.

- **Design Systems**

Contributing to design systems and components

- **Strategic Thinking**

Proven ability to balance business objectives and OKRs with user needs, contributing to commercially aware strategic decisions and long-term planning.

About Me

I bring a decade of industry experience as an enthusiastic Product Designer, successfully leading major projects from inception to completion, reaching millions of ITVX customers daily. I'm eager to bring my expertise in discovery, design, and delivery to drive innovation and efficiency within a lean, agile environment. With an unwavering dedication to product design, a passion for problem solving and a talent for excelling in collaborative team settings, I'm eager to channel my skills and passion to unlock the full potential of products, discover innovative solutions and enable them to flourish.

Beyond my core responsibilities, I am committed to accessibility advocacy. I represented ITV in Parliament to champion accessibility legislation, advocated for bolstered support for digital accessibility to ITV's CEO and Leadership Board members, and spearheaded ITV Able Sparks, ITV's Neurodiversity network. To me, empathy isn't just crucial—it shapes delightful, inclusive digital experiences that benefit everyone, including business outcomes!

Experience



2021 - Present

Product Designer

ITVX | ITV News

- **ITVX Launch** - Key player in the design team for platform rebranding and relaunch, resulting in over 3 million new user registrations and surpassing one billion streams in the first quarter, with a 48% rise in streaming hours and a 21% increase in monthly active users.
- **British Sign Language Experience** - Lead designer on the BSL experience from ideation through to implementation, working to a tight legislative-change-deadline, enabling the Deaf community of the UK to stream content in their primary language, resulting in 186k unique users.
- **UEFA Euros 2024** - Designed the live sports experience for the UEFA European Football Championship, which during live games accommodated upwards of 16 million simultaneous viewers across mobile, TV and browser platforms.
- **Accessibility Audit** - Led an internal comprehensive review and competitor analysis on accessibility and screen-reading capabilities. The outcomes prompted the creation of a temporary project team to implement best practices and enhance platform standards, in alignment to WCAG 2.2.
- **Blind Streaming** - Organised first of its kind workshop in ITV with member of the blind community to evaluate, feedback and enhance digital accessibility efforts. The results were highly commended and received approval at directorial level,
- **Metadata discovery** - Conducted extensive discovery and user testing to streamline and align site-wide metadata. Synthesised research to create a cohesive experience across genres, benefiting both users seeking to discover new content and those searching for specific items.
- **ITVX Core User Personas** - Designed a research-driven framework for product teams to use during early discovery by defining ITVX's core user base. This was done by synthesising the results of 50+ hours of user interviews gathering insights on viewing habits, device usage, genre preferences, lifestyle, blockers and competitor analysis.
- **Podcast player** - Lead designer for an ITV News app podcast player, which resulted in a 37% uplift in app podcast engagement, with a listenership of over 1.6 million monthly users.
- **ITV News rebranding** - Designed and optimised the site across all platforms for a 10m+ user base, seeing designs through development and launch, for browser and app.
- **Search Navigation** - Led design for optimised search navigation for News, ensuring fully responsive design.
- **Rebranding Styleguide** - Led design and created styleguide for rebranding both ITV Shows sites and ITV Hub pages into new brand designs, across browser and Connected TV (CTV).

Recognition

2024 | Creative Access Mentorship scheme

Selected to represent ITV as a mentor, I led a six-month mentoring programme, providing guidance and support to a recent graduate striving to break into the creative industries

2023 | ITV Amplify 2.0 Leadership Programme

Awarded a place among eleven candidates company-wide, I participated in a prestigious leadership program aimed at enhancing the profile and impact of senior Deaf, Disabled, and Neurodivergent talent within ITV and the broader television industry.

2017 | Virgin Media Digital Transformers award

One of fifteen colleagues recognised and rewarded for commitment, innovation and passion in helping to transform the Virgin Media site while keeping the customer at the forefront of the experience.

After hours



Personal

I've always been fascinated by all aspects of design, from mid-century furniture, Art Deco buildings and classic album covers, to communist propaganda artwork, historical branding design and twentieth century youth culture fashion. I'm a self-professed history nerd, mega music fan and maintainer of too many house plants.

Five fun facts about me:

- I make my own chilli sauces.
- I live in a building with a historical Blue Plaque on it.
- I'm learning how to create my own electronic music.
- I've been obsessed with 1960s and 1970s music since I was a child and have an almost encyclopaedic knowledge of it.
- I used to live in Mexico and studied ceramics there.



Product Designer

Virgin Media | Virgin Mobile

- **Mobile Hub Redesign** - Led design to streamline the Mobile Hub page, leading to a 44% uplift in clickthroughs.
- **SIM Only Upsell** - Led user research, design and development of the SIM Only upsell journey, improving the sales of 24 month contracts by 12%.
- **Merged Handset proposition** - Designed and launched user experience, combining all upsell elements and purchase add-ons as part of a singular customer journey, resulting in 26% increase in Pay Monthly phone contract purchases.
- **uSwitch Affiliate Page** - Designed the new affiliate page collaboration with uSwitch, achieving a 14% uplift in conversion.
- **Benefits of Switching Homepage** - Contributed to the design and asset creation, attracting 36% of new customer traffic.
- **A/B Testing** - Working within the CRO team, analysing user data, I designed and iterated on regular quick win A/B and multivariate testing, contributing to increased conversion and an uplift in retention.
- **Stakeholder management** - Collaborated with Marketing and Commercial teams to ensure cohesive branding and functionality across digital products, contributing to an omni-channel approach.

VIZ·A·VIZ Designer

Viz a viz

- Sole designer for the concessions collections, I was in charge of research and trend forecasting, colourways, CAD technical specs and seeing collections through production.
- Styling collections for photoshoots.
- Curating and maintaining digital lookbooks.

f c u k

Design Assistant

French Connection | Menswear and Accessories

- Assisting designers in trend forecasting and moodboards.
- Designing colourways and CAD technical specs.
- Maintaining production details on PDM.
- Curating sample displays for directorial review.

Education

Interaction Design Foundation UX Design 2021

Hammersmith College Digital Design Diploma - Level 1&2 2014

Nottingham Trent University BA (hons) Theatre Design 2002 - 2005

Chelsea College of Art & Design Spatial Design Diploma 2001 - 2002

References & Recommendations

References available on request. For recommendations, please see [LinkedIn](#)

2015 - 2021

2013 - 2015

2012 - 2013