

Matthew Gledhill

Senior Product Designer

United Kingdom

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Senior Product Designer with 9+ years of experience designing high-scale digital ecosystems for millions of users. Expert in navigating complex technical constraints to build intuitive, human-centric products. From spearheading 0-1 ventures to unifying enterprise design systems, I specialise in transforming ambiguous problems into seamless digital experiences.

EXPERIENCE

eBay, Senior Product Designer

March 2023 - PRESENT | Remote, UK

- Led the end-to-end design of an AI-powered digital authentication experience utilising computer vision and machine learning . Developed a scalable design framework across the eBay selling ecosystem, significantly reducing fraudulent listings, increasing buyer trust and conversion rate of eligible items by 13.4% compared to non-authenticated listing, during the beta phase.
- Translated ambiguous business objectives into high-fidelity prototypes, pitching directly to VP-level stakeholders to secure budgeting and internal funding for new product tracks.
- Architected the experience for a pioneering Digital Product Passport initiative, delivering a white-label solution for the world's leading fashion house that seamlessly embedded luxury digital assets and product information directly into the eBay marketplace.
- Spearheaded the design of a 0-1 venture for a new 'Digital Marketplace' business line, directly managing the design, 3rd-party tool integrations, and cross-functional stakeholders.
- Partnered with PMs, Engineers, and Data Scientists to define the roadmap for eBay and its initiatives.

Luno Money, Product Designer

October 2022 - March 2023 | London, UK

- Collaborated with engineers, product managers, data scientists, and UX writers to prototype and create clear and value based enhancements for the 'Rewards' section on Luno, successfully uplifting CTR by 55.6% compared to the control.
- Conducted user research, usability testing, and customer feedback analysis to inform product design decisions and ensure optimal user experience.
- Contributed to the development of the product roadmap, project scopes, and timelines, by working closely with stakeholders from different departments.
- Applied design thinking and followed design systems to maintain consistency across the product, working closely with the design system and foundations team.
- Produced high-fidelity prototypes using Figma, and other design tools to visualise and

communicate design ideas and facilitate iteration and feedback.

Sky Betting and Gaming, Product Designer

March 2020 - October 2022 | Leeds, UK

- Architected a multi-product design system unifying 4+ disparate brands and established core guidelines, which reduced design-to-development handoff time by an estimated 8 hours per sprint.
- Directed end-to-end design lifecycles for core onsite experiences, scaling seamless interfaces to millions of users and driving measurable increases in overall user engagement and satisfaction.
- Facilitated comprehensive discovery sessions with stakeholders, translating complex requirements into wireframes, high-fidelity prototypes, and polished handover specs to ensure successful, aligned product launches.

DAZN, Product Designer

March 2017 - March 2020 | Leeds, UK

- Led the UX/UI design for a global acquisition strategy, delivering dynamic, multi-lingual landing pages that drove new user sign-ups across international markets.
- Partnered with distributed, global teams to standardise the UI, ensuring a highly consistent and recognisable brand experience across multiple international territories.
- Elevated platform interactivity by designing scalable micro-animations and interactive components deployed across multiple platforms, significantly enhancing the end-user experience.
- Redesigned the core design system and web experience for a bespoke internal content management tool, streamlining workflows and successfully reducing human error rates for internal teams by 60%.

UYR, Graphic Designer

Aug 2015 - March 2017 | Leeds, UK

- Crafting design executions for national clients. Tailoring brand identity to suit the multiple clients audience. Crafting design executions for national clients. Tailoring brand identity to suit the multiple clients audience.

EDUCATION

University of Huddersfield, Communication Design (BA)

Graduated 2013 | Huddersfield, UK

SKILLS

Core competencies: Rapid Prototyping, UX/UI Design, Design systems, Visual design, Mobile, Web, iOS, Developer Handoff

Tools: Figma, UserTesting, AI Design Tools, Maze, ChatGPT, Claude, VO.app, Figma Make, Framer

Industry Expertise: Fintech, Web3, E-Commerce, Enterprise level companies, Artificial Intelligence