

Adam Smart

UX Designer

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Profile

I am a UX Designer with seven years at AS Watson, working across nine retail brands in Europe. I started out in digital design and moved into UX and UI, mostly by being handed things I did not yet know how to do and working them out. I am responsible for the design and optimisation work on one business unit at a time. I have designed over 200 A/B tests and coded more than 120 of them, contributing around 125,000 euros in incremental revenue through testing in 2026 so far. I am most useful where research meets delivery: analytics, heatmaps and structured site assessment at the front, measured outcomes at the back, and enough years writing production JavaScript and CSS to know what is realistically buildable before it reaches a developer.

Experience

User Experience Designer | AS Watson, London | January 2024 to present

- UX designer for ICI Paris XL, running their CRO and experimentation programme. Previously Savers, and supporting Marionnaud, Kruidvat, The Perfume Shop and Trekpleister.
- Design and run the experimentation programme across listing, product, cart and checkout pages, from discovery through to analysis and rollout.
- Run a full digital assessment against Baymard research criteria once a year, benchmarking against five competitors and turning the findings into a prioritised backlog split between tests, direct builds and the development roadmap.
- Joined the ICI Paris XL website redesign three weeks from its deadline, taking on listing pages, product pages, several forms and part of checkout, and delivering them development ready. It shipped on time and has been live since January 2026, and I have run their optimisation programme ever since.
- Designed and built an accessibility resource in four weeks ahead of the European Accessibility Act deadline, used by teams across nine brands, alongside a monthly internal campaign built to the standards it set out.
- Established evidence that test results do not transfer between mass market and luxury audiences, which changed how the group decides where to roll a winning test out.

Digital Designer | AS Watson, London | October 2021 to January 2024

- Took on A/B test builds after a developer left, learning JavaScript on the job and coding over 120 tests against single page applications.
- Designed and built a Figma banner production system to replace a Photoshop workflow, cutting export time by 91 percent, from twenty to forty minutes down to one to two, and file sizes from around 230MB to around 4MB.
- Trialled the system with our own design team first and reworked it on their feedback, then ran training for the Marionnaud team and wrote the documentation so they could take ownership of it.
- Delivered the Trekpleister design system and component library, built to be pixel accurate and faithful to an existing brand.

Junior Digital Designer | AS Watson, London

- Banner, email and campaign production across multiple European retail brands and language markets.
- Moved recurring production work out of Photoshop and into Figma, componentising it along the way.

Graphic Design Intern | AS Watson, London

- Digital production across brand campaigns, working within established brand systems.

Graphic Design Intern | The Sunday Times, London

- Short unpaid placement taken immediately after finishing my degree.

Earlier Design Work

Graphic Designer | Graduate Fashion Week (GFW18), London

- Branding, promotion, stand design, printed and digital leaflets and invites, team shirts and catwalk display for the Ravensbourne stand.

Communications Team | Ravensbourne Degree Show, London

- Promotion of a three day event. Ran all Ravensbourne social accounts, published daily content throughout the show, designed posters and invites, and handled communications with students, staff, publications, galleries and industry professionals.

Graphic Designer | Transitions 2.0 Exhibition, OXO Tower Wharf, London

- Branding and visual identity, posters, leaflets, environmental graphics and wayfinding.

Education

Ravensbourne University London | BA (Hons) Graphic Design, First Class Honours

Havering Sixth Form College | A-Levels, A* AD in Graphic Design, Photography, and 3D and Interior Design. Foundation Diploma in Art and Design, Distinction

Awards

Public Choice Poster Winner, Mozilla MozFest Internet Health Report

Runner Up, Im-Print! Im-Press!, Baddeley Brothers with Foil Co and G. F. Smith

Skills

Design: Figma, design systems, component libraries, prototyping, responsive interface design, accessibility and WCAG.

Research and testing: A/B testing, hypothesis and test design, PIE prioritisation, Baymard based site assessment, heatmap and behavioural analysis, Contentsquare, AB Tasty, Insider, Kameleoon, GA4, Microsoft Clarity.

Build: HTML, CSS, JavaScript, single page application behaviour, and writing developer ready briefs and specifications.

Also: Adobe Illustrator, InDesign and Photoshop.

Personal

I have played drums since I was sixteen, including seven years of private tuition. Currently building a soundproof studio so I can get back to it properly.

The other one is coffee. Mostly espresso, though I will happily disappear down a rabbit hole on brew methods.