

Liv Snäll

Senior Product Designer
Gothenburg, Sweden

Liv@snall.co | Livsnall.com | linkedin.com/in/livsnall

Senior Product Designer specialising in e-commerce and retail, with experience shaping global customer experiences for Decathlon, adidas, Dunelm and Tesco. I work at the intersection of customer needs, commercial strategy and technology, from defining future propositions to delivering and scaling products across markets and touchpoints.

Experience

DECATHLON DIGITAL

Senior Product Designer | Nov '23 - Nov '25 | Amsterdam, NL

- Led product design across checkout, payments, gifting and prepayments within Decathlon's global digital commerce organisation.
- Shaped the Future of Checkout vision with Product, Technology and business stakeholders, translating longer-term strategy into tangible propositions and near-term opportunities.
- Developed the Decathlon Wallet proposition across the end-to-end customer journey, connecting online payments with physical in-store experiences and building the case for senior leadership.
- Delivered Decathlon's redesigned e-commerce experience as part of its wider digital transformation, supporting rollout across the Netherlands, UK, Germany and Spain.

ADIDAS AG

Product Designer | Aug '22 - Dec '23 | Amsterdam, NL

- Designed global checkout experiences for adidas.com, working within the lower-funnel product team across key international markets.
- Identified an opportunity to increase membership engagement by making sign-in easier for existing account holders during checkout.
- Led collaborative discovery and ideation with Product, Data and Engineering, translating customer and commercial opportunities into testable product improvements.
- Increased logins by 15% through A/B testing, with an estimated €1.05m annual net sales uplift across EU7 + US markets.

DUNELM GROUP

UX Designer | Nov '20 - Aug '22 | London, UK

- Positioned in the core customer experience team working on PDP and cross-category merchandising
- Lead discovery and ideation across the business to inform a strategic formation for cross-selling opportunities on core shopping journeys, across in-store and digital
- Enhanced user experience on core product 'browse and search' customer journeys, realizing and leveraging tech opportunities to serve a personalized experience to users
- Integral to pushing agile processes through the team while working collaboratively and cross-functionally with various arms of the business
- Solely responsible for getting buy-in on Figma across the business as a means to level up an efficient design system and foster closer collaboration with designers, PO's and developers, as well as senior stakeholders

ACURIS - ION GROUP

Product/UX Designer | Jan '19 - Nov '20 | London, UK

- Worked across the full product lifecycle for web-based financial products.
- Designed and facilitated workshops with internal and external stakeholders globally to validate customer and business needs and create alignment across a fragmented organisation.
- Led user interviews and prototype testing with users across financial institutions to validate product hypotheses.
- Presented research and strategic recommendations to executive-level stakeholders to inform product direction.
- Designed a customer feedback mechanism for new subscription services, improving internal processes and providing deeper customer insight across multiple products

TESCO PLC

Associate Product Designer | Feb '18 - Jan '19 | London, UK

- Helped redesign and re-platform the Tesco Groceries native app ahead of its launch to millions of customers, including integration with Tesco Clubcard.
- Facilitated workshops and user testing to validate product decisions early and synthesised internal launch feedback ahead of public release.
- Following launch, average basket value increased 10%, five-star reviews increased 1,100%, and the app achieved a 4.8 App Store rating.

SELF EMPLOYED

Freelance Lingerie Designer | Sept '17 - Feb '18 | London, UK

- Ran my own business, supporting both established and emerging brands
- Provided creative direction, design, and strategy to clients
- Managed product development, production schedules and go-to-market timelines from concept through to final sign-off

STELLA McCARTNEY LINGERIE - BENDON GROUP

Lingerie Designer | Feb '14 - Sept '17 | London, UK

- Translated market research into product opportunities and developed concepts for a global luxury market.
- Presented ideas and concepts to senior internal and external stakeholders.
- Worked closely with Creative and Product Directors to develop concepts into finished products while maintaining the creative vision.
- Managed product development through to final sign-off and production.

AGENT PROVOCATEUR

Design Assistant

Nov '13 - Jan '14

ELLE MACPHERSON INTIMATES

Design Assistant

Jul '13 - Oct '13

VPL NYC

Design Intern

Jun '12 - Sept '12

Education

SUPER-HI

Visual Design and Branding

Aug '19 - Dec '19

DESIGNKIT / IDEO.ORG

Human-Centered Design

Feb '17 - Apr '17

GENERAL ASSEMBLY

User Experience Design

Nov '16 - Jan '17

LONDON COLLEGE OF FASHION | Sept '10 - Jul '13

(BA) Product Design and Development - 1st Class Honours Degree