Ellen Covey

SENIOR PRODUCT DESIGNER

Senior Product Designer with a flair for visuals and a proven track record of transforming user research insights into measurable business growth across many platforms. Passionate about creating inclusive, intuitive experiences that users genuinely love.

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(contact for password)

Experience

KOMOOT

Senior Product Designer, Remote — Nov 2024–Apr 2025
Product Designer, Remote — Jan 2023–Nov 2024

- Sole product designer in cross-functional B2C monetisation squad enabling revenue growth and building subscription features.
- Achieved a 5.5× increase in Premium purchases from Garmin users, generating ~€690,000 additional lifetime value from ~10,000 new subscribers.
- Transformed company culture by founding and leading a cross-functional accessibility guild, komoot's first ever guild and a11y initiative. Developed comprehensive a11y strategy encompassing WCAG 2.1 AA compliance for the EAA, and integrated inclusive practices across product development. Guild model replicated across organisation for other strategic initiatives.
- Created 18.5% uplift in Premium conversions via targeted feature discovery hooks and A/B testing.
- Designed and shipped features across iOS, Android, web, and Garmin ecosystems while maintaining design system consistency on mobile devices, smartwatches and bike computers.
- Conducted remote and in-person usability testing, interviews, and field studies to validate design solutions and align business objectives with user needs.
- Worked with PMs on feature roadmap and prioritisation. Led end-to-end design process from wireframing and prototyping to developer handoff and collaboration.
- Contributed to a well-loved product with over 45 million users.

MARCOPOLO LEARNING

Visual Designer, London UK & Remote — Oct 2019–Feb 2021

- Increased the number of users reaching the trial by over 30% through re-structuring and refreshing the mobile app signup flow.
- World School featured as Apple's App of the Day in the USA and Taiwan during time spent there.
- Designed solutions for multiple groups with varying needs, i.e. children, parents and teachers, as users of the same product.
- Worked remotely as part of a cross-functional in-house team.

Education

COVENTRY UNIVERSITY — 2010–2013

Graphic Design BA (First-class hons)

FURTHER COURSES

Discoveries: Building the Right Thing
Nielsen Norman Group

Mastering User Research
Elizabeth Creighton/Brazen

Strategy and Influence for Product Designers
Dan Winer

UX Design Certificate
Google/Coursera

Responsive Web Design
Web Design Academy

Skills

Product design
UX design
UI design
Visual design
Web design
Mobile app design
Wireframing
Prototyping
Data-driven design

User research
Usability testing
User interviews
Design systems
Design thinking
Interaction design
Motion design
A/B testing
HTML & CSS

Workshop facilitation
Accessibility
Communication
Agile methodologies

Strategy
Presenting
Leadership
Mentoring

Figma
Protopie
After Effects
Rive/Lottie

Dovetail
Miro
Webflow
Various AI tools

Experience cont.

FREELANCE

Designer, London UK & Remote — Jan 2019–Jan 2023

- Improved web experiences for various clients launching new products, attracting new user groups and updating their offering.
- Created full branding and websites for multiple new startups—from strategy to concept, implementation to documentation.
- Designed seasonal in-store campaigns for Budgens and Londis that were rolled out to over 1700 locations, several times per year.
- Other clients included Meta, Kobalt Music, PIAS, OMK Design.

FISHPIE

Graphic & Web Designer, London UK — May 2016–Jul 2018

- Designed and developed a new online press-kit system for Marks & Spencer, revolutionising how journalists requested assets, and reducing pressure on their marketing team.
- Created highly-designed information memoranda using data visualisation to sell some of the UK's most well known businesses.
- Streamlined multiple internal processes, dramatically decreasing daily admin for the entire studio.

STELLA & DOT

Graphic & Web Designer, London UK — Feb 2016–Apr 2016
Junior Designer, London UK — Jan 2014–Feb 2016

- Produced localised fashion campaigns and lookbooks in English, French and German for different European markets.
- Designed full branding for conference, trade and press events.

Additionally

Mentored graphic design students via Coventry University's Talent Programme.

Participated in hiring for roles in design and product teams.

Spoke at Women Who Code event about "alternative" careers in tech.

Once ran a workshop a participant called "the best they'd ever attended".

Interests include bird watching, strength training, camping and cycling.