

# Michael Featherby

UX Design Manager | eCommerce Growth & Optimisation

Leicester, UK

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Lead a team of UX and UI Designers across Checkout, My Account and Credit services, uncovering new opportunities, optimising existing journeys and define future product vision to drive conversion, AOV and customer engagement.

## Experience

### UX Design Manager 2017 - Present

NEXT UK, Intl. Checkout, My Account and Credit Services

- Lead a team of Senior UX and UI Designers delivering data-led experiences across UK and international platforms, driving measurable improvements in conversion and engagement.
- Lead seasonal project work, overseeing design specs, collaborating with POs and BAs, iterating and fine-tuning outcomes within Agile workflows.
- Identify and prioritise optimisation opportunities through data analysis, research and A/B testing.
- Led development of scalable design systems, enabling faster delivery across UK, international and partner platforms.
- Influence senior stakeholders to secure investment and strategic direction through insight-led presentations.
- Plan and facilitate cross-functional workshops to generate ideas, align teams and shape product vision.
- Mentor and develop designers, building capability in UX, AI and commercial thinking while maintaining collaborative culture.

### Project Impact

Credit conversion

**+7%**

Auto-credit increase

**+15%**

PDP Redesign Revenue

**+6.5%**

Case studies on my website.

# Experience

## Senior UX Designer - 2015 - 2017

### NEXT UK

- Conducted usability studies, market research and gorilla tested rapid prototypes to gain valuable customer insights early.
- Defined new design system, worked closely with broader design team and creative team to refine and evolve.
- As an acting product owner for large technical initiatives, rebuilt frontend of NEXT UK to adopt responsive frameworks.
- Developed fully interactive prototypes linking APIs to custom front ends allowing more insightful usability studies.

### Project Impact

Responsive framework reduced tech debt by

**50%**

## Senior Designer & Developer - 2008 - 2015

### KeyParker

- Designed and developed fully bespoke web applications for leading global brands such as Volkswagen Group and TNT.
- Maintained legacy applications via SQL and ASP.NET ensuring important content was always up to date.
- Designed and created custom themes and admin interfaces for WordPress CMS brochure sites.
- Animated promotional videos using After Effects. Created & edited videos using Premier.

### Project Impact

TNT Delivery app designed and built from the scratch improved conversion by

**12%**

## Web Designer & Developer - 2004 - 2008

### Outlook

- Web design and full stack developer. Adobe suite, ASP, SQL.
- Graphics operator for major blue chip events including RBS.

### Project Impact

Delivered bespoke CMS used across multiple clients