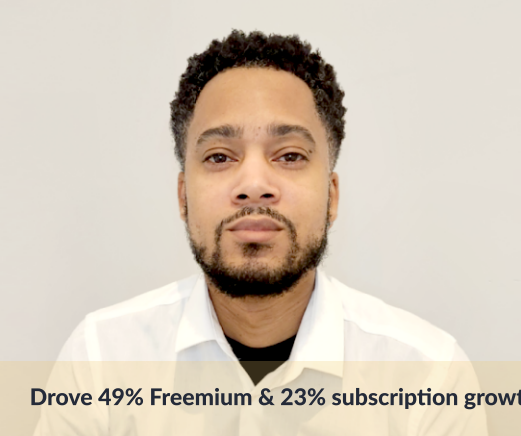




CARL DAVIS



AWARD-WINNING UX SVP & PRODUCT DIRECTOR

Drove 49% Freemium & 23% subscription growth • Unified 12 brand systems • Cut delivery time 20% with AI • Certified Neurodiversity Champion

CONTACT



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/in/carl-davis-ux-mentor/



London, open to travel

EDUCATION

BSC IN COMPUTER SCIENCE & PSYCHOLOGY

University of Bedfordshire

2005 - 2017

SKILLS

- UX/UI Strategic Vision
- Cross-functional Direction & Influence
- Product Development Lifecycle
- Business Process Improvement
- Design-Systems Leadership
- Team Mentorship & Development
- Project Management
- Agile Methodologies
- Design Thinking & Idea Presentation
- Inclusive & Accessible Design

CERTIFICATIONS

CPD ACCREDITED NEURODIVERSITY & INCLUSION (TRAIN-THE-TRAINER)

Positive Psychology Network,

London (2019)

PROFESSIONAL SUMMARY

Visionary product and UX leader with 15+ years driving global design strategy and execution across brands like NFL, Porsche, Visa, and DAZN. Expert in scaling high-performing teams, unifying brand systems post acquisition, and leading AI-driven innovation to boost user engagement and business growth. Trusted by C-suite leaders to deliver data-led solutions, shape product roadmaps, and steer complex cross-functional programs. Active mentor and coach, guiding senior designers into leadership roles and championing inclusive, future-focused teams.

PROFESSIONAL EXPERIENCE

SVP UX | DAZN

London, Hammersmith | 2022 – Present

Drive UX strategy aligned with global business goals, leading a 20+ person cross-time-zone team to deliver innovative features and record breaking engagement. Represent UX at the executive level, shaping priorities and championing impactful design initiatives. Integrate AI tools to streamline research, connect design systems to development, and enhance customer insight.

- **Led enterprise-wide UX and brand strategy, increasing customer satisfaction by 22%** standardising design foundations across six product lines.
- **Drove the global UX launch for NFL, boosting freemium growth by 49%** and subscriptions by 23% through close collaboration with brand leadership.
- **Launched a GenAI agent framework enabling rapid discovery to delivery cycles**, then expanded upon this success by scaling across five product lines.
- **Integrated AI tools and prompt engineering to reduce time-to-market by 15%** Augmented and accelerated team with virtual agents for research, prototyping & design.
- **Chaired monthly Business Council, aligning marketing, product, brand and comms**, to safeguarding tone-of-voice and visual standards across territories.
- **Delivered a keynote speech on UX, AI and innovation at an event with 7,000+** attendees, represented the company at a Business Tech Fest.
- **Slashed delivery times by 20% securing additional budgets for training & recruitment.** Optimising team motivation, morale and performance levels.
- **Enriched user experiences by forming strategic partnerships** with F1, Deezer, Canal+, and Porsche to develop cutting-edge TV, VR, and mobile UX features.

VP/DIRECTOR TRAINING,
LEADING UX AT THE EXEC LEVEL
Nielsen Norman Group,
London (2019)

IDA DISCOVERY INSIGHTS
PRACTITIONER
The Insights Group,
London (2018)

LEVEL 2 TAILOR-MADETY
MANAGEMENT AND LEADERSHIP
GVC Group,
London (2016)

TECHNICAL SKILLS

Figma
Adobe CC Masterclass
n8n (AI agent Builder)
Optimizely CMP
UserTesting.com
SQL/Looker
Midjourney /Sora (rapid concept)
Lovable / Cursor (rapid prototyping)
Kling AI
Keynote
CapCut
ElevenLabs / Suno (rapid sound design)

PREVIOUS ROLES

Senior Designer | NETPLAY TV - London
Senior Designer | LADBROKES - London
Digital Designer | News Group - London
Adobe Designer | ENDEMOL - London
Senior Designer | LADBROKES - London
Web Developer | SBE - London



UX DIRECTOR (GLOBAL) | ENTAIN GROUP Stratford, London | 2013 – 2022

Led a global team of 80+ across the UK, US, EU, and India, delivering strategic solutions that balanced rapid MVP delivery with long-term scalability. Built cross-functional alignment between user needs and business goals, securing exec buy-in and driving on-time, high-quality delivery. Established design systems and squad-based workflows to improve efficiency and budgets.

- **Consolidated 12 brand systems into a unified Figma design system**, increasing asset reuse by 35% and reducing design turnaround by 30%
- **Led the award-winning UX team behind Ladbrokes’ “5-a-Side” experience**, securing 2021 Football Sportsbook of the Year.
- **Drove a 30% lift in user engagement** through user-centered design and strategic MVP-to-scale execution.
- **Cut stakeholder approval time by 50%** by strengthening cross-functional alignment and strategic communication.
- **Improved CSAT by 30%** through data driven design enhancements and optimized UX design and copy. Implemented robust data capture mechanisms to inform usability tests.
- **Maximised return on investment by 10%** Monitored project budgets and controlled costs in collaboration with stakeholders.
- **Improved alignment and tracking of OKRs by 35%** Spearheaded UX communication strategies, fostering transparency, data accountability(Looker) and improvement.
- **Boosted innovation and productivity by 25%** Introduced and lead agile ceremonies between globally product teams within Entain, Ivytech, and BetMGM.

LEAD PRODUCT DESIGNER (FINTECH) | MONITISE Bank, London | 2012 – 2013

Delivered customised UX solutions for clients including First Direct, Vodafone, and U.S. Bank by combining analytics with design expertise. Led cross-functional collaboration in agile teams and produced key assets from wireframes to specifications to ensure alignment with business goals.

- **Delivered 23% subscription growth by aligning complex business models** and sponsors into a unified, actionable UX strategy.
- **Elevated customer satisfaction by 10% and ensured seamless user experiencesce**, Led UX projects for financial institutions, including Visa, RBS, NatWest, and Lloyds Bank.
- **Doubled deposit conversion through ethnographic research** and strategic improvements to Visa’s ID-verification journey.
- **Accelerated delivery by embedding agile UX practices**, aligning stakeholder goals with iterative design execution.

WEB TEAM LEADER | SPORTINGBET Moorgate, London | 2010 – 2012

Led cross-platform design teams to deliver seamless UX across web and mobile for global markets including the UK, Europe, and emerging regions such as Australia, South Africa, and Brazil.

- **Increased UK and Turkey revenue by £40K and £125K per month** respectively through strategic display promotions.
- **Enhanced SEO rankings by 40% for web pages, 60% for mobile** and improved W3C Markup Validation compliance score to 88%.