**Steven Seal CV | London, UK.** (ATS compatible version)

Senior Customer Experience (CX) & Service Designer |stevenseal404@gmail.com | 07715520939

Portfolio : [www.sealcx.co.uk](https://www.sealcx.co.uk/) PW: Let-Me-In | LinkedIn: [www.linkedin.com/in/stevensealdesigner](http://www.linkedin.com/in/stevensealdesigner)

**Personal Summary:**

London-based CX and Service Designer with 7+ years’ experience designing for digital and physical environments across retail, finance and automotive. Worked in-house at Sainsbury’s and with NatWest bank and B&Q in CX consulting agencies. Combines strategic and systems thinking with end-to-end delivery, from research, prototyping to implementation creating create human centric experiences that work for customers, colleagues, and the business.

* Brings strengths in design thinking, visual thinking and influential strategic storytelling
* Experienced in ethnographic, quantitative, qualitative, and usability testing and research.
* Skilled in mapping complex journeys and developing service blueprints with cross functional teams

# Work Experience

## Senior Customer Experience Designer (CX) & Service Designer

Sainsbury’s & Argos, London. Dates: Oct 2021 – Jun 2025

* Led CX strategy and experience design for SmartShop and in-store self-serve, translating behavioural insight and co-creating solutions that improved CSAT (15%) and adoption (20%)
* Created and embedded Sainsbury’s first cross-functional Customer Journey Framework, enabling consistency in mapping, measurement and prioritisation with 300+ active users company wide.
* Shaped the experience for a multi-million-pound checkout transformation, using ethnographic research, system mapping, and service blueprinting to drive physical and digital experience improvements.
* Partnered with crime prevention, store, and digital product teams to redesign self-checkout experiences through a human and brand lens, reducing loss (14%) and colleague time on task (24% average).
* Collaborated closely with Argos brand and content teams to ensure end-to-end customer journeys aligned with new brand principles, evolving in-store formats and customer missions.
* Championed inclusive design and accessibility standards across projects, driving empathy-led research, accessibility considerations, and improved CSAT performance.

## Lead CX & UX Consultant

Nimbletank & Bio, London. Dates: Apr 2018 – Oct 2021

* Delivered CX and UX design services for NatWest Bank innovation team, supporting 8+ rapid design sprints across personal and business banking apps from design through to validation testing
* Led ethnographic and CX expert research for B&Q’s retail kitchen buying journey. Identifying friction points that improved appointment conversion (16%) and informed transformational online experiences.
* Designed insight let user flows and screen UX for BNP Paribas’s internal B2B trading app, enabling mobile portfolio modelling and real-time data comparisons for over 200 agents.
* Mentored junior designers in CX methods and built a reusable research and design resources to increase consistency and efficiency across the agency.

# Other Roles:

## Senior Digital Designer

eg+ Omnicom, London. Dates: Apr 2017 – Apr 2018

## Freelance Graphic & Digital Designer

Various Clients, London. Dates: Aug 2016 – Apr 2017

## Art Director & Designer

T&S creative content marketing agency, Bristol. Dates: Dec 2011 – Aug 2016

# Education & Certifications

BA (Hons) Visual Arts & Culture – University College Salford

HND Visual Communication – Edinburgh College

AI in Design Thinking - IDEO

UI & UX Design - Career Foundry

# Personal Interests

• Visual Thinking and Doodling: Developing a visual language to improve communication and exploring the power of dual coding in my work. Also participating within visual communities (most recently attended the 8th annual International Sketch note Conference) and ‘Verbal to Visual’ community member.

• Public Speaking & Storytelling: Currently taking in person presentation and storytelling courses

# Core Skills & Tools

**CX & Service Design:**

Design thinking | systems thinking | strategic thinking

End-to-End journey mapping | customer journey mapping

UX & visual design capability

Qualitative & quantitative research (VoC)

Insight analysis | creative ideation and problem solving

Stakeholder management | cross-functional collaboration

Emerging trends | AI integration

Experimenting | Prototyping | Agile delivery

**Tools:**

Workshop creation and facilitation

Mentoring and leading

AI collaboration within design processes

Miro, Figma, Adobe CC, Affinity

User Zoom & survey tools