

# Steven Seal - CV

## CX Lead & Service Designer

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### Personal Statement.

I believe in keeping CX insight-led, business-focused, and *human centred*.

Over the last 8 years I've led CX and service design transformations across retail and finance for Sainsbury's, Argos, NatWest, and B&Q, shaping digital products and physical in-store services that align business strategy with customer and colleague needs. I've worked predominantly agency-side, with more recent in-house experience at Sainsbury's and Argos, giving me a valuable 360° view of problem solving and stakeholder management.

Being 100% certified human myself, I've designed experiences combining insights, empathy and behavioural science that have created high value outcomes for customers, colleagues, businesses, and maybe even you?

### Work Experience.

#### Senior Customer Experience Designer & Service Designer

Sainsbury's, London. Oct 2021 - Jun 2025

Led transformational CX initiatives across in-store and digital environments, collaborating with cross-functional teams spanning product, operations, marketing and retail to deliver measurable improvements in a highly complex environment. Utilised visual and strategic storytelling techniques to support communication and navigate ambiguity.

**Key skills:** Customer journey mapping & service blueprints, design thinking & systems thinking, qualitative & Quantitative research (VoC), inclusive design, CX strategy, workshop facilitation, collaboration & management.

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#### SmartShop Digital Transformation. [See more>](#)

Led in-depth customer discovery, defined product strategy and led vision experiments for the SmartShop digital product. Facilitated cross-functional Google Sprint workshops to align teams and build single vision of future of SmartShop.

#### Outcomes include:

**24%** increase ease of checkout  
**11%** increase in participation  
**9%** increase in new customers basket size  
**40+** opportunity experiments roadmapped

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#### Customer Journey Framework creation. [See more>](#)

Designed and implemented Sainsbury's first business-wide Journey Framework, embedding a consistent approach to journey mapping across all channels and brands, standardising research inputs and centralising customer insights and KPI's.

#### Outcomes include:

**100%** visibility across organisation  
**+30** Journeys built and managed in TheyDo  
**+85** mapmakers onboarded  
**1** location for *all* key maps and flows

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- **Checkout Experience improvements.**  
Led research to define volume and impact of self-checkout pain points around colleague interventions and digital touch points. The final design outcomes informed cross-functional roadmaps, improved CSAT scores, reduced cost-to-serve and improved ESAT scores.
  - **Store Re-Design Programme.**  
Led CX input on a multi-million-pound programme to reimagine checkouts aligned to business strategy, customer needs and recent

policy change. Applying behavioural insights, data analysis, and ethnography to improve customer and colleague outcomes through store and service design and UX improvements.

- **Argos Customer Alignment.**  
Worked with Head of Formats, Operations and Tech teams to deliver design principles and customer requirements to standardise a scalable store design approach which supported customer missions across digital touch points and in-store service capabilities.

## Work Experience (continued).

### CX Lead (previously UX Designer)

*Nimbletank & Bio, London. Apr 2018 - Oct 2021*

Fast paced and multifaceted customer experience consultancy role working with NatWest Innovation team, B&Q Experience and Strategy teams and other financial and insurance clients. Seconded to BIO ad hoc.

*Key skills: Figma UX design, Customer journey mapping, insights analysis, user zoom customer interviews and prototype A/B testing, workshop facilitation, collaboration & stakeholder management and mentoring.*

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- **NatWest Business Banking Hub.** [See more>](#)  
Led on key workshops and UX design with Experian and McKinsey to support the rapid response digital journey for Government backed Covid business loans and furlough applications.
  - **B&Q Kitchen Buyer vision.** [See more>](#)  
Conducted ethnographic research for B&Q and a deep in/out of category experience safari to support research led future vision solutions
  - **BNP Paribas asset management.** [See more>](#)  
Led the global discovery and UX design for the BNP Paribas internal trading portal. Allowed sales agents to access dynamic portfolio modelling, data comparisons and bespoke forecasting tools ultimately increasing investments and driving portfolio diversity.
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### Senior Digital Designer

*eg+ Omnicom, London. Apr 2017 - Apr 2018*

As the 360 delivery unit for Omnicom, I led design work for AMV, BBDO and others working on a series of digital and physical products for marketing and pitch-related work. I worked in a fully integrated way with digital, social, motion and responsive UI/UX projects for brands including, British Gas, Bacardi and Lloyds.

### Freelance Designer

*Various, London.  
Apr 2017 - Apr 2018*

### Art Director & Designer

*T&S Creative, Bristol.  
Apr 2012 - Apr 2016*

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## Key Skills.

### CX & Service Design

- End-to-End Journey Mapping
- Service Blueprints & Frameworks
- CX Strategy & Roadmapping
- Systems Thinking
- Experience Prototyping
- Value Proposition & Business Model Canvases

### Research & Insight

- Customer Segmentation & Personas
- Data-Driven Insight Synthesis
- Quantitative & Qualitative Analysis
- Usability Testing & Experimentation
- Ethnographic & Observational Research

### Collaboration & Delivery

- Workshop Design & Facilitation
  - Cross-Functional Team Alignment
  - Agile & Iterative Delivery
  - Visual Thinking & Storytelling
  - Stakeholder Engagement & Influence
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## Education.

### Visual Arts & Culture

**BA(Hons).**

University College Salford

### Visual Communication

**HND.**

Edinburgh College

### UX & UI Design.

Career Foundry

### AI in Design Thinking

**IDEO.**

Online course