SAM CRANWELL

PRODUCT DESIGN LEADER

PRODUCT STRATEGY • TEAM LEADERSHIP • ENTERPRISE UX • DESIGN SYSTEMS

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I lead design teams and bring design into the decisions that shape a business. My work spans enterprise SaaS, marketplaces and consumer products. I set direction with Product and Engineering, use research to challenge assumptions and develop designers to take greater responsibility for their work and their teams.

At Mondra, I established clearer product priorities, led research that changed a major feature's direction and designed AI interactions for complex sustainability workflows. Earlier work includes AI-assisted claims review at AlixPartners and SWARCO EConnect's EV charging experience. I stay close to delivery through interaction design, critique and coded prototyping.

EXPERIENCE

HEAD OF DESIGN

Mondra Global | Sep. 2023 – Oct. 2026, Remote

- Led a design team that grew to three. Brought design into product planning, replacing competing requests with clear priorities and briefs agreed with Product and Engineering.
- Led research that challenged the intended audience for a product-development tool. Redirecting it towards suppliers changed go-to-market decisions and led to wider use among food producers.
- Developed a designer into management and lead roles over three years, with responsibility for managing others and reporting directly to me.
- Shaped Sherpa, Mondra's AI assistant, from chat into a multi-agent experience for exploring supply-chain data and taking action. Designed prompts, feedback and layouts that kept conversations visible alongside those actions.
- Won CPO and engineering support for a shared way to compare thousands of products. Customer research informed filtering, column and export patterns that replaced the original product navigation.
- Established design-system governance with Product and front-end leads, prioritising component changes through a shared backlog, engineering sprints and Storybook releases.
- Built a prototyping workflow connecting Figma, Claude and Storybook, using existing components and anonymised content. Enabled internal prototype sharing and added stakeholder commenting.

DESIGN LEAD, PRODUCT GROWTH

TransferRoom | Mar. 2023 – Sep. 2023, London/Hybrid

- Owned product-growth design across acquisition, activation and engagement for a football-transfer marketplace serving clubs, players and agents.
- Designed onboarding around each audience's needs and refined conversion and negotiation journeys through experimentation with Product, Data and Engineering.
- Established reusable interaction patterns and mentored designers to strengthen consistency across product journeys.

HEAD OF DESIGN

ProArch (embedded at AlixPartners) | Jul. 2022 – Mar. 2023, London/Hybrid

- Sole designer for a Chapter 11 claims platform from discovery through first release, while managing designers on other AlixPartners products. Replaced an Access-based workflow with tools for processing and managing claims.
- Designed AI-assisted review that let specialists inspect original claims, accept, reject or correct matches, handle exceptions and process claims in batches.
- Used post-launch feedback to improve onboarding and new-case setup. Built and maintained a Storybook design system with Engineering.

EXPERIENCE

HEAD OF DESIGN

Versantus | 2018 - 2022, Oxford/Hybrid

- Grew design and front-end teams, owning hiring, onboarding, coaching and appraisals, and developing designers into senior and management roles.
- Led research, service design, UI, prototyping and usability testing across client products, working closely with engineers on delivery.
- Took over SWARCO EConnect design after launch, including charging and payment journeys. Led design through subsequent app and website releases, supporting 300% customer growth over two years.
- Ran client discovery workshops to clarify user needs, challenge assumptions and agree product priorities with stakeholders and developers.

EARLIER EXPERIENCE

FOUNDER & CREATIVE DIRECTOR

Provide Design (acquired)

Founded, grew and sold a design agency. Led four full-time designers, including a manager responsible for a junior designer and key accounts. Directed external development partners and suppliers across brand and digital programmes.

FOUNDER, PRODUCT DESIGNER

Helmm

Founded a direct-to-consumer product business and brought workplace-wellbeing products to market.

CREATIVE DIRECTOR

Idealogical

Earlier design roles at IDL, Goldshield Pharmaceuticals and WPP Sudler & Hennessy.

SKILLS

DESIGN & LEADERSHIP

Design Strategy • Team Leadership • People Management • Hiring • Coaching & Mentoring Stakeholder Management

PRODUCT STRATEGY & RESEARCH

Product Strategy • Product Discovery User Research • User Experience (UX) Usability Testing • Enterprise SaaS

INTERACTION & SYSTEMS

Interaction Design • UI Design Design Systems Design Operations Workflow Design • Data Visualisation

AI & DELIVERY

AI Product Design • Human-AI Interaction Agentic AI • Figma • Claude Code Storybook • Engineering Collaboration

EDUCATION

HND GRAPHIC DESIGN + PHOTOGRAPHY

University of Bedfordshire

SELECTED PROFESSIONAL LEARNING

Google UX Design | Lean UX for Agile SaaS

Data Visualisation for Climate Science

Designing Agentic AI Experiences

INTERESTS

Bikepacking and long-distance cycling Photography and video • Music production Sketching • Building and fixing things Spending time outdoors with my family and dog

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