

Liam Charnock

Senior UX / Product Designer

Senior Product Designer

VIOOH (JCDecaux)

Nov 2024 – Present

- Leading design for a 0-to-1 advertising sales platform, partnering with senior PMs and Tech Leads on feature discovery
- Working directly with clients and users across international markets to validate critical workflows.
- Championing AI ways of working, shaping skills and experimenting with designer to code pipelines.

Senior Product Designer (B2C)

Trustpilot

Jun 2022 – Nov 2024

- Set strategic design direction across search and discovery touch points across core web and mobile apps.
- Led end-to-end design and discovery for the Trustpilot Chrome Extension, from research to launch.
- Partnered with the design system lead to deliver and scale a consistent design language across the consumer product.

Senior Product Designer

Revolut

Feb 2022 – Jun 2022

- Worked on the Web3 and crypto design roadmap, designing educational tools to increase user confidence in cryptocurrency.
- Led the early design for the launch of Revolut's Crypto Cards spending feature.

Mid → Senior Product Designer

The Very Group

April 2014 – Feb 2022

- Collaborated with Product Managers to set the design vision for the Very Mobile app across the core customer journey.
- Led design thinking for payment and account experience improvements and piloting early conversational UI and AR concepts.
- Translated personalisation strategy into design requirements, running experiments across all group products.
- Contributed to a large-scale A/B testing program shaping web and mobile strategy.

Education

BA (Hons) Interactive Media Design

Liverpool John Moores University

2009 – 2012

Foundation in Media & Film

University of Central Lancashire

2007 – 2009

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Skills

- Design / Product Strategy
- Usability Testing
- Prototyping
- Workshops & Facilitation
- Design Systems
- Design Sprints

Current Tool Stack

Design / Figma + Claude Code
Research / Claude + usertesting.com + Dovetail

Social

linkedin.com/in/liamchnock
[@liamchnock](https://twitter.com/liamchnock)