

# Vincent Milliken

## Senior Product Designer

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### Vincent Milliken

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### Professional Profile

Senior Product Designer with 10+ years of experience turning data into design. I'm passionate about creating user-centric products that drive engagement and deliver results.

A design geek who thrives on A/B testing and data-driven decisions, I blend design thinking with technical know-how and agile methodologies to continually innovate and improve user experiences.

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### Experience

#### **Bounce.com** / Senior Product Designer

MAR 2024 - Present, LISBON

In the Growth Team I lead design initiatives to optimize the marketing website & the core product for improved customer acquisition and conversion rates. Using data-driven insights, user testing & A/B testing to deliver design solutions that meet both customer needs and business objectives

- Designed, validated, and launched user experience optimizations across on web & app (iOS/Android) with A/B experimentation.
- Ran design thinking and ideation workshops to validate projects in the discovery phase.
- Worked on defining longer term design vision for the whole search experience, with getting stakeholder buy-in and alignment with the teams.
- Setup, plan & moderate user testing sessions for users on web & app.
- Coaching and mentoring designers on a data driven approach with A/B validation and how to deliver larger projects.

#### **Autoscout24** / Senior Product Designer

AUG 2021 - JAN 2024, AMSTERDAM/REMOTE

Contributing to autoscouts design vision and product strategy for their core search experience by facilitating design exercises and testing commercially driven user experience improvements validated with real users and A/B testing.

- Coaching and mentoring junior designers; nurture a healthy, creative and dynamic team culture.
- Designed, validated, and launched user experience optimizations across all Autoscout24's core web & app products (iOS/Android)
- Supporting in designing, running design thinking and ideation workshops.

- Collaborating with design stakeholders to maintain and extend Autoscout24's design system, implementing into the Web & Mobile platform.

### **Freelance-Consultant / Designer**

DEC 2020 - JUNE 2021, REMOTE

Using design I help companies in the financial-tech space solve complex user problems for investment tools & new challenger banking apps.

- Using design thinking workshops to help better understand and validate projects in the discovery phase.
- Advocating for the user experience, and visual design efforts for apps (iOS/Android) and desktop experiences.
- Setup, plan & moderate user testing sessions for new App user experiences.
- Coached and mentored the growth of designers to help grow internal designers.

### **Booking.com / Product Designer**

NOV 2015 - DEC 2020, AMSTERDAM

User research, hypothesize, Design, prototyping, delivered, and tested commercially driven user experience improvements validated with real users with over 80+ A/B experiments.

- Lead the design for Booking.com's first web redesign of its web products in 8+ years without a loss to primary KPIs validated through non-inferiority A/B testing. Paving the way to utilize the first use of Data Science models in the core customer funnel that optimises and enhances the user experience.
- Designed, validated, and launched user experience optimizations across all Booking's core web products and languages.
- Delivered my user experience optimizations end-to-end, from sketching and prototyping to coding, testing and shipping solutions.
- Collaborated with design stakeholders to maintain and extend Booking.com's design system, implementing into the Web & Mobile platform.
- Coached, mentored the growth of fellow designers to have impact in the product through others.

### **Booking.com / Designer**

JUL 2013 - NOV 2015, AMSTERDAM

Booking's first design hire into its Marketing department with a scope covering Visual Design, Ad Marketing, Content Marketing, and Localization teams around the world.

- Lead the user experience, visual design and launch of booking's first partner award program world wide. Our micro-site showcased booking's best properties all over the world that were coupled with a physical award.
- Lead ROI-driven visual designs, user behavior models (for attribution

and customer segmentation) and market research of all Booking's online ad marketing covering Facebook ads, remarketing & Google display ads.

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### **Origin-Partners / Digital Designer**

JUN 2011 - JUN 2012, BELFAST

An intern at first, but was quickly brought in full time as a UI/UX designer working on a wide range of digital projects: ranging from start-ups, to scale-ups, to major banking institutions.

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## **Education**

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### **University of Ulster / BSc Interactive Multimedia Design**

2009 - 2013, BELFAST

Combined formal art education in design and typography with a practical application digital environment through design fundamentals at Belfast's Art College. This included modules in the history and appreciation of design and typography, full-stack development (LAMP & MEAN), and user-centered research and design.

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## **Skills**

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User-Centered Design, Data-Informed Design, Information Architecture, A/B testing, User Research, Online Experimentation, Multivariate Testing, Data Analysis, Conversion Optimisation, Statistics, Consumer Psychology, Front-end Development, Agile Development, High Fidelity Prototyping, Figma, Sketch, Design Systems, Visual Studio Code, Git, Subversion, InVision, Keynote, and Principle

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## **Languages**

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HTML5, CSS3, Javascript, mySQL, jQuery, Ruby, Linux, Javascript, PHP, git, React, Bootstrap, Google Analytics, Perl, InVision, Framer, Principle, Adobe Suite.