

**Natasha Jensen**  
Product Designer

natashajensen.co.uk  
tashjjensen@gmail.com

linkedin.com/in/tashjjensen/  
East Yorkshire, UK

---

PROFILE

Strategic Product Designer with 4+ years of experience driving commercial success through data-backed optimisation and translating complex business requirements into intuitive solutions. Specialist in managing high-complexity design systems and bridging the gap between design and engineering. Now seeking new challenges within forward-thinking product teams.

---

EXPERIENCE

May 2022 - Present

**UX/UI Designer @ RockarTech**

York, United Kingdom

Discovery & Strategy:

- Optimised e-commerce performance through testing, identifying friction points and transforming insights into meaningful improvements that filled client development quotas.
- Designed and scaled a B2B SaaS platform for OEMs and retailers, aligning complex business requirements with user-centric workflows.

Systems & Frameworks:

- Built and maintained a SaaS multi-tenant, multi-version, multi-market design system and component library, and managed complex client access and file versioning.
- Built and maintained an e-commerce multi-brand design system and component library for flexible journeys, featuring a demo base that enabled branded end-to-ends to be designed in a matter of hours.

Design & Validation:

- Led design for end-to-end e-commerce journeys, including in-store modes for omnichannel shopping.
- Built prototypes using HTML, CSS, and JavaScript to validate complex features, maximising stakeholder buy-in and bridging the gap between design and development.

Technical Implementation:

- Led development efforts including the Rockar Land Rover and RockarTech websites, providing technical support to other areas of the business.

---

EDUCATION

Sep 2019 - May 2022

**BA Graphic Design @ Nottingham Trent University**

Nottingham, UK

---

SKILLS

Usability Testing | A/B Testing | Prompt Engineering | Benchmarking | Heuristic Analysis | Journey Mapping | Conversion Rate Optimisation | Business Strategy | Stakeholder Management | KPI Alignment | Design Systems | Accessibility | Token-Driven Design Logic | Edge Case Mapping | Responsive Design | UI Design | Prototyping | Wireframing | UX Writing | Micro-Interactions | Design-to-Code Handoff

---

TOOLSTACK

Figma | Framer | Axure RP | Balsamiq | VS Code | CodePen | ChatGPT | Gemini | Midjourney | UserTesting | Lyssna | Google Analytics | Microsoft Clarity | Hotjar | HTML | CSS | JavaScript | GitHub | Netlify | Contentful | Miro | Jira | Confluence

---

## RECOGNITIONS

2025	<b>Shortlisted: Online Used Car Trading Platform of the Year*</b>	Motor Trader Industry Awards
2024	<b>Top 3 automotive brand performer for online sales maturity*</b>	BearingPoint Report

\*INDUSTRY RECOGNITIONS FOR COLLABORATIVE PROJECTS WHERE I LED OR CONTRIBUTED TO THE PRODUCT DESIGN

---

## CERTIFICATIONS

Jan 2026	<b>Generative AI Intermediate Prompting</b>	QA Ltd
Jan 2025	<b>AI for Designers</b>	IxDF
Jan 2025	<b>Build Responsive Real-World Websites with HTML and CSS</b>	Udemy
Nov 2023	<b>Agile Methods for UX Design</b>	IxDF
Nov 2023	<b>Mobile UI Design</b>	IxDF
Nov 2023	<b>Mobile UX Strategy: How to Build Successful Products</b>	IxDF
Nov 2023	<b>UI Design Patterns for Successful Software</b>	IxDF
Nov 2023	<b>User Research – Methods and Best Practices</b>	IxDF
Nov 2023	<b>Visual Design: The Ultimate Guide</b>	IxDF
Oct 2023	<b>Human-Computer Interaction: The Foundations of UX Design</b>	IxDF
Oct 2023	<b>Journey Mapping</b>	IxDF
Sep 2023	<b>Design for a Better World with Don Norman</b>	IxDF
Aug 2023	<b>Data-Driven Design: Quantitative Research for UX</b>	IxDF
Aug 2023	<b>Perception and Memory in HCI and UX</b>	IxDF
Jul 2023	<b>Design Thinking: The Ultimate Guide</b>	IxDF

---

## PUBLICATIONS

18 Aug 2023	<b>Impulsive UX: A world of plane crashes and radiation overdoses</b>	UX Collective
09 Aug 2023	<b>Three Mile Island: How bad UX led to a partial nuclear meltdown</b>	UX Collective

---

## REFERENCES

Available on request