

NATASHA JENSEN
PRODUCT DESIGNER

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East Yorkshire, UK

I'm a Product Designer with over 4 years of experience across software and e-commerce. I orbit the full product lifecycle, solving the right problems and focusing on work that delivers real value. I'm growth-oriented, hands-on, and never complacent. I'm open to exploring new challenges and opportunities..

EXPERIENCE

RockarTech

Product Designer

May 2022 - Present

Toyota GB Used Car E-Commerce Platform

Led design and optimisation. Redesigned the checkout, driving a **27% increase in account openings** and a **36% increase in orders placed** year-on-year. By November, despite low traffic, the platform achieved its **highest conversion rate since launch**. Continued successful platform improvements helped secure the following year's **license fee of £1.6m**.

Jaguar Land Rover New & Used Car E-Commerce Platform

Delivered optimisations across key journeys, including Offer Tags and purchase flow improvements, contributing to **high-performing campaigns and improved conversion journeys**. Supported its recognition in the 2024 BearingPoint Report as one of the **top 3 UK automotive brands for online sales maturity**, with Land Rover noted for **outperforming competitors in digital experience**.

RockarTech B2B SaaS Platform

Scaled the platform from early stages to a multi-market enterprise product. Delivered **pricing, promotions, part exchange valuations, and ACL systems**, enabling complex management of customers, orders, users, and retailers across markets and sales channels. Introduced **AI-driven data visualisations**, improving how retailers understand performance and make decisions.

EDUCATION

Nottingham Trent

May 2022 - Present

Bachelor of Arts Graphic Design

Specialised in UX design, with a focus on human-error prevention in high-risk systems.

SKILLS

Strategy

Research

Design

Delivery

Conversion Rate Optimisation, KPI Alignment, A/B Testing

Usability Testing, Heuristic Analysis

UI Design, Accessibility, AI-Optimised Workflows

Design Systems, Edge Case Mapping, Stakeholder Management

TOOLSTACK

Design

Research

Delivery

Figma, Framer, Axure RP

UserTesting, Lyssna, Google Analytics, Microsoft Clarity, Hotjar

HTML, CSS, JavaScript, VS Code, GitHub, Netlify, Contentful