

Lea Wenban

Staff / Principal Product Designer (UI/UX)

LeaWenban.com

+44 7902 567704

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[LinkedIn.com/in/leawenban](https://www.linkedin.com/in/leawenban)

Remote, UK



UK-based; open to remote/hybrid roles. Willing to self-fund relocation within the UK for the right opportunity. Open to US-remote roles. US work-authorized (no sponsorship needed). Can travel occasionally.

CERTIFICATIONS

Certified Usability Analyst – CUA

User Experience Foundations -

Core principles & behavioral insights

User-Centered Analysis & Design -

Research, personas, & product vision

Science & Art of Effective Design -

Interface, navigation & interactive design

Practical Usability Testing -

Validation methods & analysis

City & Guild Courses (UK)

Management & Leadership Program

Project Management & Team

Development Program

SKILLS

Technical

Figma & FigJam

Axure RP (advanced prototyping)

Adobe Creative Cloud

Jira (Agile delivery collaboration)

Userlytics (remote user testing)

FullStory (analytics & session replay)

Fusion 360 & Blender (3D/prototyping)

AI Workflow: LLMs - (Claude/GPT/Gemini),

n8n Agents, & Rapid Prototyping

SKILLS

Professional

Product Design Leadership & Design Ops

Enterprise UX & Design Systems

Team Leadership & Stakeholder

Management

Research, Testing & Validation

Visual Design, Multimedia & Print

Industrial Design & Prototyping

Frontend (HTML/CSS/WordPress) & WCAG

PROFESSIONAL SUMMARY

Strategic Staff / Principal Product Designer - High-leverage IC specializing in de-risking high-stakes enterprise initiatives through validated UX architecture and scalable design systems. Expert at navigating the evolution from legacy systems to AI-native platforms, leveraging deep pattern recognition to accelerate GTM velocity and reduce engineering debt. Delivers executive-level design strategy and cross-functional alignment with a focus on business-critical outcomes.

WORK EXPERIENCE

Staff / Principal Product Designer & UX Architect (Contract)

TBC Corporation | Remote (Contract) | 2018 — 2025

Individual Contributor leading Design Strategy & Architecture across 3 distinct business units (B2C, B2B, Franchise).

- **Revenue Strategy:** Orchestrated the UX strategy for retail/franchise appointment funnels (Checkout + Quick Appt) for major brands like **Big O Tires and NTB**. Simplified decision paths to deliver a **12.9% YoY conversion increase** and an estimated **\$10–15M annual revenue lift**. Previously drove similar ROI (3–13%+) for Tire Kingdom and NTB company-owned sites prior to their acquisition.
- **Ecosystem Consolidation:** Architected the unified UX for a **complex multi-brand B2B platform merger** (e.g., TreadXpress, NTW Tips), harmonizing disparate purchasing models ("Bulk" vs. "Just-in-Time"). Solved for critical complexities in IAM (Identity & Access Management), role-based permissions, and logistics while accelerating ordering velocity.
- **Growth Mechanics:** Optimized regional promotion funnels and designed targeted exit-intent recovery flows; achieved a **27% conversion lift** on landing pages and a **9% recovery rate** for returning users, forecasting a collective **\$3–6M annual revenue impact**.
- **Design Operations & Standardization:** Established essential design frameworks to support the **Big O Tires rebrand and B2B platform merger**, creating a targeted Figma component library for multi-brand consistency. Focused on practical scalability—defining design tokens, annotated specs, and WCAG accessibility standards—to streamline engineering handoff and reduce QA cycles.
- **UX Innovation:** Strategized and implemented a full-page YMME (Year/Make/Model/Engine) modal to replace legacy patterns, establishing a new mobile-optimized standard for vehicle lookup that significantly improved search usability during pilot rollout.
- **Applied AI Strategy & Agentic Workflows:** Accelerating research and prototyping with Generative AI (Figma, Gemini). Expert in integrating Agentic AI workflows (n8n, Antigravity) to bridge design and code, recently delivering a production-ready landing page in 3 hours to relieve engineering bottlenecks.

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ACCOLADES

Meridan Zero Degrees – Brand Launch / Promotional Kit

Bronze American Advertising Award (ADDY) – AAF Triangle (Raleigh-Durham, NC)

Philadelphia College of Osteopathic Medicine – Self-Contained Digital Experiences

Philadelphia Pepperpot Awards – Honorable Mention

Award Publication Excellence (APEX) International Association of Business Communications (IABC)

Bronze Award Admissions & Marketing Report

Kirksville College of Osteopathic Medicine – Self-Contained Digital Experiences

“Award for Promotional Excellence” in NAGAP Awards Competition

Washington State University – Self-Contained Digital Experiences

“Silver Award from CASE.” V2
“Gold Award from CASE.” V1

Fast Company Magazine | Innovation Feature

Report from the Future" for pioneering portable digital experiences via smart-card technology; engineered and produced the interactive architecture for Dr. Tom Hill (co-author, Chicken Soup for the Entrepreneurial Soul).

WORK EXPERIENCE CONTINUED

Manager, Digital & Motion Design

TBC Corporation (onsite) | Florida | 2011 — 2018

Managed a design team creating website, retail/social promo, and print assets. Focused on modernizing legacy workflows and reducing reliance on external agencies to drive operational efficiency in asset production.

- **Digital Transformation (750+ Stores):** Co-led the proposal, vendor research, and rollout of in-store digital signage and touchscreens across 750+ B2C locations. Delivered long-term ROI by enabling instant pricing/promo updates and significantly reducing print distribution costs.
- **Operational Efficiency:** Engineered a template-based design system for digital banners, slashing production time from **2–3 days to ~4 hours**. This workflow optimization drove **six-figure cost savings** over a 3-year period.
- **Strategic In-Housing:** Led the initiative to internalize magazine ad campaigns for industry publications (Tire Business, Modern Tire Dealer), securing budget previously allocated to external agencies and delivering significant annual savings.

FOUNDATIONAL EXPERIENCE

Brand Manager & Interactive Designer

Meridian Kiosks

Award-Winning Creative: Received a **Bronze ADDY Award** (AAF Triangle) for the *Meridian Zero Degrees* Brand Launch & Promotional Kit.

- **Integrated Rebrand Strategy:** Orchestrated a C-suite directed rebrand (Meridian Zero Degrees), delivering a unified identity system across hardware, web, and physical touchpoints within an accelerated 4-month timeline.
- **HMI & Interactive Design:** Produced high-fidelity interactive kiosk interfaces and demos for enterprise clients including HP, Walmart, Gap, and Clear Channel.
- **Strategic Sales Enablement:** Developed the visual identity and 3D industrial design concepts (SolidWorks/modo) credited by global sales leadership as primary drivers in securing multi-million-dollar enterprise accounts.
- **Full-Stack Execution:** Designed and developed the company's primary web architecture and managed end-to-end digital acquisition campaigns, including SEO and analytics to drive lead generation.

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EDUCATION

A.A.S in Advertising & Graphic Design

Fayetteville Technical Community College, NC.

Self-financed full-time student / full-time job. Graduated 3.8 GPA

BTEC in Computers & Computing

Crawley College (UK)

Cobol, C/C++, Programming fundamentals, system operations & management, Interaction design (UI)

CLIENT PORTFOLIO

Automotive (Ecomm)

TBC Corporation • Big O Tires • Tire Kingdom / NTB • Tire America • TreadXpress • TBC Brands • NTW

Corporate

Hewlett Packard (HP) • Husqvarna • Mellon Bank • GlaxoSmithKline (GSK) • Reebok • Brine • BASF • Reichhold • Golden Corral • Walmart • Clear Channel • Cary Skin Center

Education

UNC Chapel Hill • Boston College • Wake Forest University • University of Washington • Georgetown MBA • Owen@Vanderbilt University • Washington State University • Philadelphia College of Osteopathic Medicine • Northeastern University • University of North Dakota

FOUNDATIONAL EXPERIENCE

Senior Project Manager & Interactive Media Lead

Camber Corporation (Defense & Intelligence)

Developed integrated training solutions for large-budget SCORM compliant military courseware, advanced interactive multimedia applications, gaming and scenario development for John F. Kennedy Special Warfare Center and School (JFKSWCS), and other DoD, US Army clientele.

- **Systems Coordination:** Managed the development of SCORM-compliant interactive training for the DoD. Acted as the primary bridge between technical developers and military Subject Matter Experts (SMEs) to ensure UX alignment with complex instructional requirements.
- **Strategic Proposals:** Led the branding and visual communication for the STOC II program proposal, contributing to a winning multi-billion dollar defense contract.
- **Business Case Development:** Researched and authored an internal business case that successfully redirected \$300k in marketing spend to the division.
- **Interface Design:** Executed UI/UX design for military simulation scenarios, focusing on usability within high-stakes, information-dense environments.

Creative Director & Co-Owner

On3Media / Iconic i.d. | Interactive Architecture: Recognized in Fast Company for "smart card" interactive design. Engineered multimedia UI within extreme technical and physical storage constraints, requiring advanced asset optimization and spatial planning.

- **Account Leadership:** Secured and managed design contracts for global brands including BASF, GlaxoSmithKline, and Golden Corral, delivering cohesive visual identities and interactive marketing tools.
- **Full-Lifecycle Production:** Directed a 10-person creative team and owned the end-to-end production process, including budget oversight, stakeholder management, and post-production for complex media formats.

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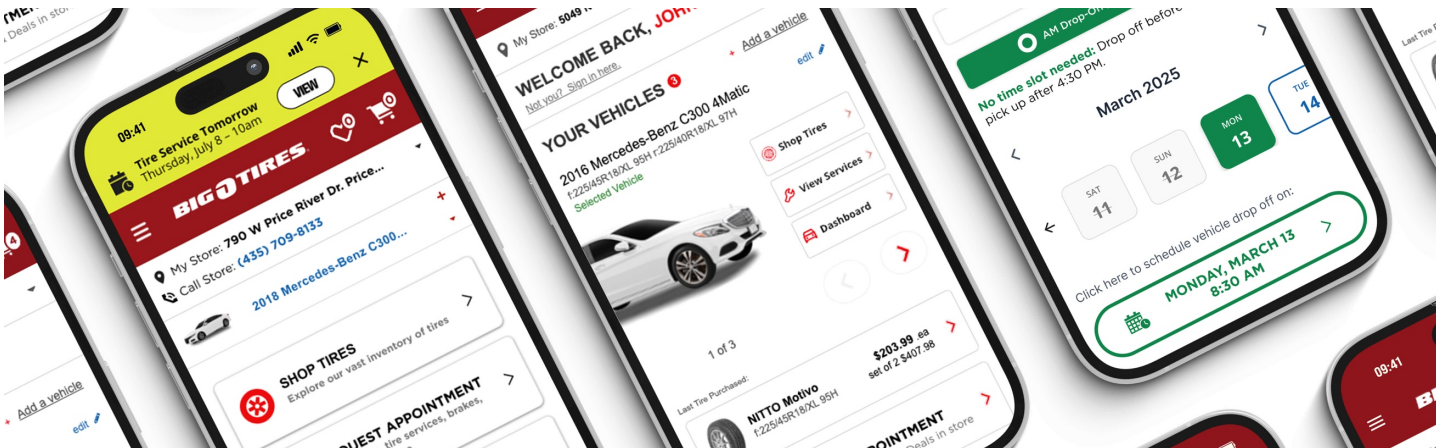
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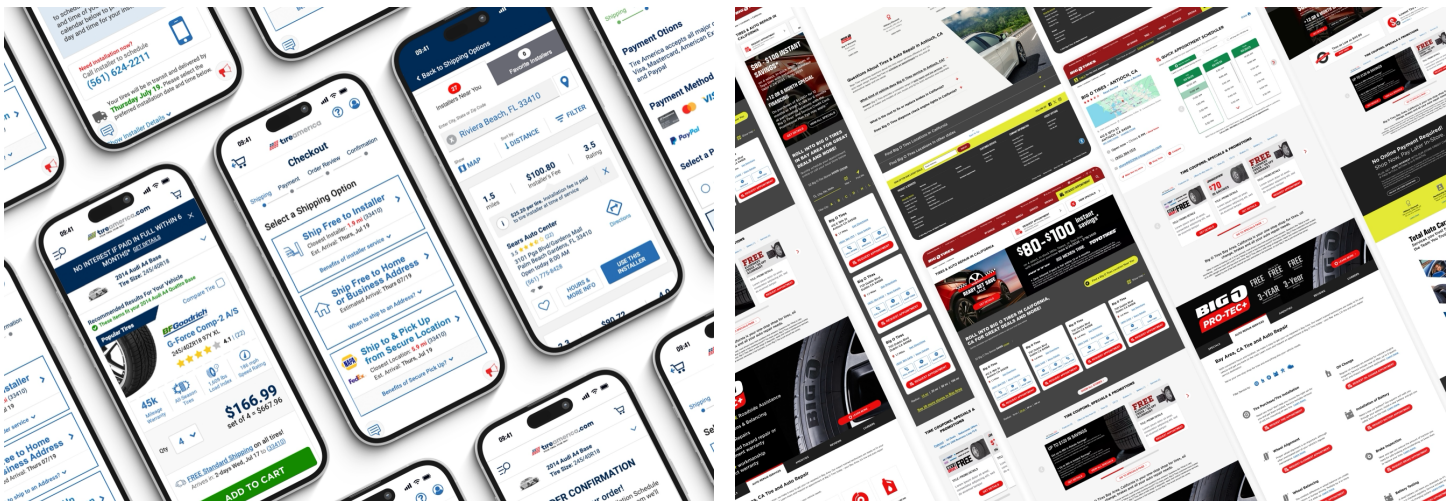
Portfolio Snapshot



The Shortest Path to “Scheduled” (B2C) – [visit portfolio page](#)

Streamlined booking to increase **appointment conversion** (simplified choices, prioritized **Quick Appointment**, improved **Vehicle Fitment Lookup**, reduced drop-offs).

Results: Retail B2C 3–4% → 13–14% appointment conversion (significant \$ ROI); applied these learnings to Franchise sites (shown here): +12.9% YoY and \$10–\$15M estimated annual lift (analytics model).



B2C Tire Ecommerce Site

Led end-to-end funnel improvements across discovery through fulfillment, using Userlytics UT, session reviews, heuristic evaluation, and business/support feedback to identify and prioritize friction in conversion-critical journeys.

Regional Promo Funnel (B2C) – [visit portfolio page](#)

Increased appointment conversion through an MVP initiative focused on CTA strategy and flow (+27%). ROI: \$3–\$5M forecasted annual revenue lift (analytics model).

The Hi-Fi wireframes shown represent the completed Phase 2 full-funnel UX + SEO redesign.