

CHI-HUNG HSIEH



Lead Product Designer / UX Strategist
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Data-driven, user-centred product designer with 10+ years of experiences across healthtech, fintech, and e-commerce. Creating intuitive experiences that drive business and user outcomes..

CAREER ACCOMPLISHMENTS

- **Juniper (Eucalyptus):** Delivered a 23% uplift in E2E order conversion; eligibility check completion rose from 30% to 93%.
- **Flo Health:** Lifted Day-16 ARPU by 1.8% and total conversion by 1.3%, generating +\$698k in revenue.
- **Checkout.com:** Made returning checkout 88% faster and lifted payment acceptance by +7%, live in 194 countries.
- **Dojo:** Identified and captured strategic opportunities to drive significant product adoption.
- **Babylon Health:** Boosted sign-up completion from 60% to 93%, insurance check completion from 22% to 86%, and tripled first-appointment bookings.
- **HSBC:** Designed the core investment experience for HSBC UK's first robo-advisor, launched to 2.87 million eligible customers.

WORK EXPERIENCE



Eucalyptus London, UK - (5 mos)

A global HealthTech company building and operating a suite of telehealth solutions for millions of users.

Lead Product Designer (Contractor) – Oct 2025 - Feb 2026

- Led design across the E2E acquisition funnel for Juniper weight-management programme.



Flo Health London, UK - (4 mos)

Flo is a women's health-tech company empowering over 420 million women globally to take control of their health.

Senior Product Designer - Growth (Contractor) – Jun 2025 - Oct 2025

- Enhancing app onboarding around life stages to increase signup conversion and engagement.



Checkout.com London, UK - (5 mos)

Checkout.com is a global fintech company that delivers a high-performance payments platform.

Senior Product Designer - IC5 (Permanent) – Jan 2025 - May 2025

- Optimized B2B/B2C checkout flows to boost conversion and payment acceptance rates.



Dojo London, UK - (6 mos)

Dojo is a fintech company providing card payment solutions for SME and enterprise customers across Europe.

Senior Product Designer - IC5 (Permanent) – Jan 2024 - Jun 2024

- Initiated and scoped new initiatives (DOJO Intelligence) to enhance customers' billing experiences and identify opportunities for business growth.
 - Optimised Payment Platform operations for increased efficiency.
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Babylon Health (eMed) London, UK - (4 yrs 7 mos)

Babylon Health (now eMed) is a global digital healthcare and AI company.

Senior/Lead Product Designer (Permanent) – Apr 2019 - Oct 2023

- Increased member acquisition and activation by optimizing onboarding processes.
 - Contributed to a future vision project aimed at enhancing product and service experiences.
 - Improved the UX of the internal AI Model Management System for Symptom Checker feature.
 - Led design localization for strategic markets.
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CHI Design London, UK - (3 yrs)

I worked as a self-employed contractor offering user-centered, data-driven design services.

Senior Product UI/UX Designer (Contractor) – Nov 2016 - Nov 2019

- **Prudential** - Enhanced Prudential online servicing portal ("MyPru") experience.
 - **HSBC** - Designed for a high-profile AI Robo Advisor project.
 - **Mediacom** (via Nimbletank) - Media planning tools for 10,000+ Mediacom staff.
 - **Publicis Sapient** - UX design of the onboarding journey for European Tour-Golf app.
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Mobile 5 (HYD) London, UK - (4 yrs 11 mos)

Mobile 5 (now HYD) is an award winning product innovation, design, and engineering consultancy.

Senior Digital Designer – June 2012 - Nov 2016

- Designed digital products and rich-media ads for brands including **Samsung, L'Oreal, BBC, Nissan, Mirror News, John Lewis, Greggs**.
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EDUCATION



Goldsmiths, University of London

- MA Design - Critical Practice – Sep 2010 - Sep 2011