

DESIGN PORTFOLIO

LARRY LOMOTEY

UI & UX Digital | Transformation | Conversion Rate Optimisation

FIGMA . SKETCH . ADOBE

UX & UI | CRO

Pulsio PDP update

VISION STATEMENT

Transform the Product Detail Page into a seamless, high-performing experience that unites data-driven CRO insights with a refined, intuitive UX/UI design. Converting curiosity into confidence, and browsers into loyal buyers.

PROJECT LEADER

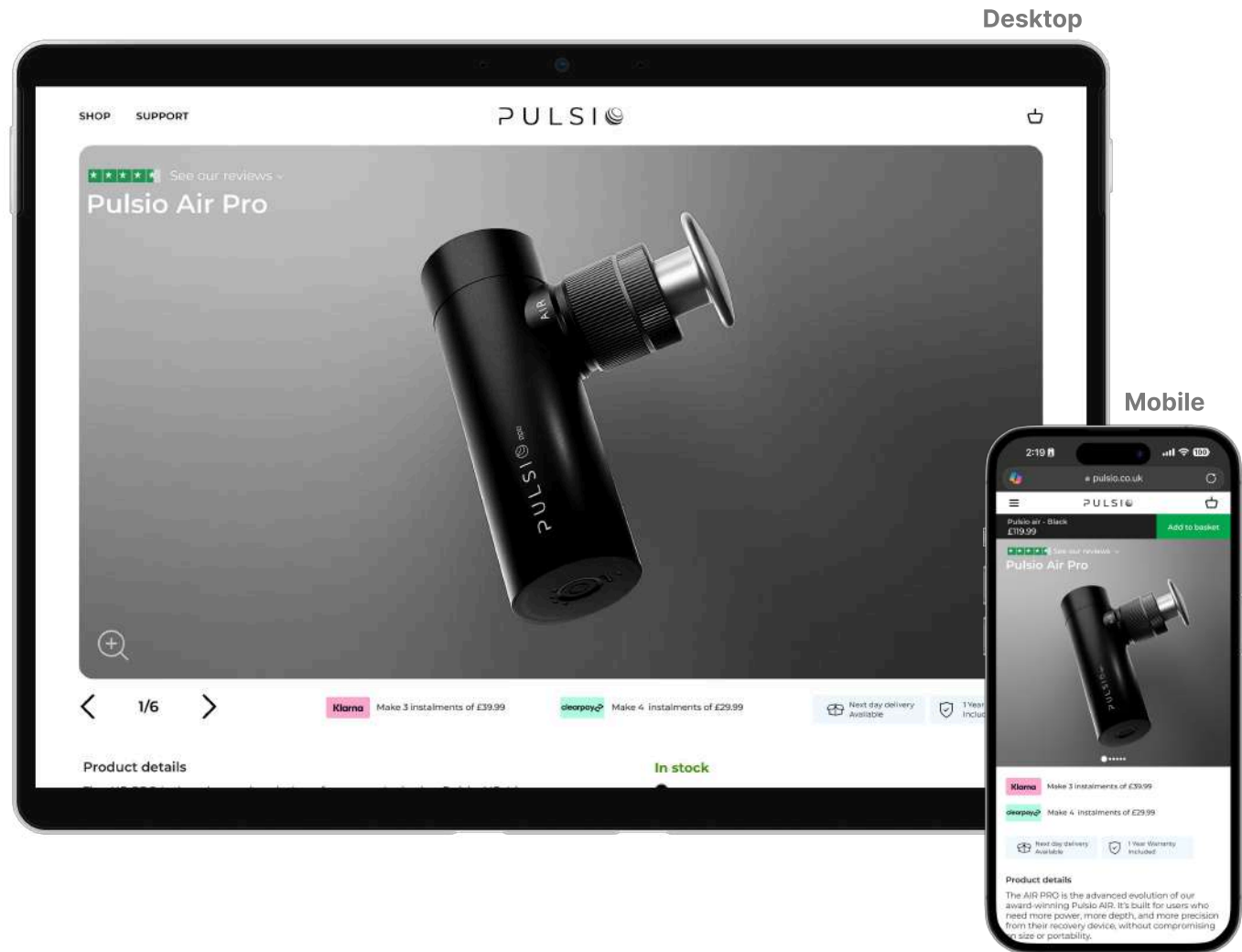
WIRE FRAMES

USER JOURNEYS & RESEARCH

HIGH-FIDELITY DESIGNS

PROTOTYPES

A/B TEST



UX & UI

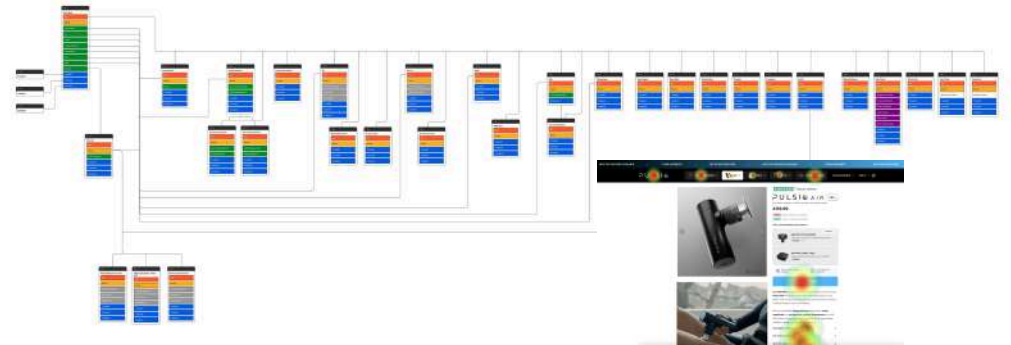
Project Deep Dive & Deliverables

2 WEEK PROJECT

Led a cross-functional team, strategically delegating tasks and managing workloads while maintaining a hands-on role in page design to ensure exceptional quality and timely delivery under tight deadlines.

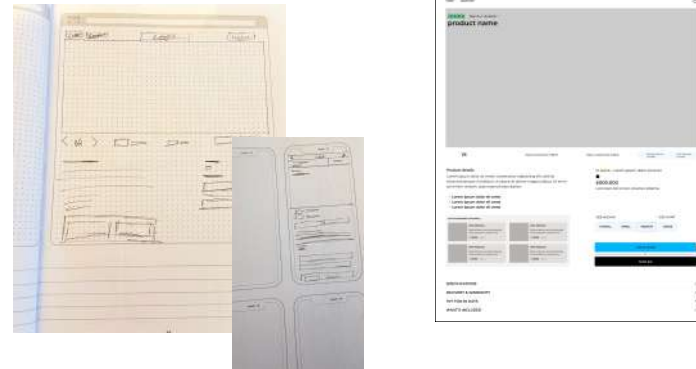
DIGITAL JOURNEYS

Performed a comprehensive analysis of site architecture, data sets, and heatmaps to uncover friction points and optimise the user journey for stronger engagement and conversion.



WIREFRAMES

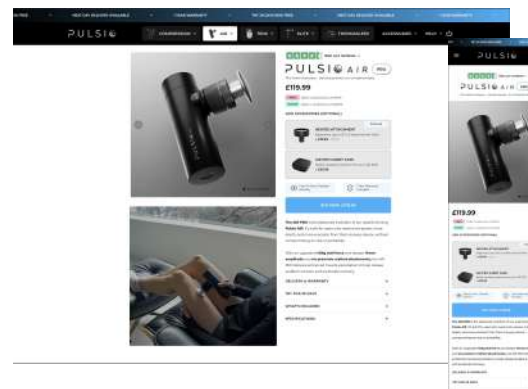
Developed the user interface from hand-drawn low-fidelity sketches through mid and high-fidelity wireframes, establishing a clear visual structure and cohesive design framework.



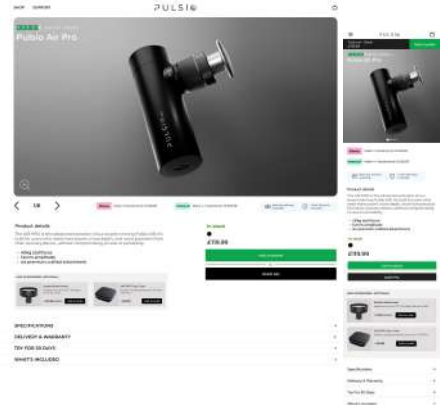
A/B TEST

Once the new designs were finalised, an A/B testing strategy was deployed to validate their effectiveness. The test compared user engagement, conversion rates, and behavioural metrics between the legacy and redesigned experiences providing clear, data-driven insight into the impact of the updated design on performance and user satisfaction.

Old



New



UX & UI

Dyson Supersonic Nural launch

VISION STATEMENT

Deliver Dyson's most intelligent hair dryer which Auto-adapts to enhance natural shine and help protect scalp health.

Fast, intelligent drying. No heat damage

PROJECT LEADER

WIRE FRAMES

USER JOURNEYS & RESEARCH

DESIGN SYSTEM COMPONENTS

HIGH-FIDELITY DESIGNS

PROTOTYPES

MULTI-PLATFORM ROLLOUT

OMNI-CHANNEL DELIVERY

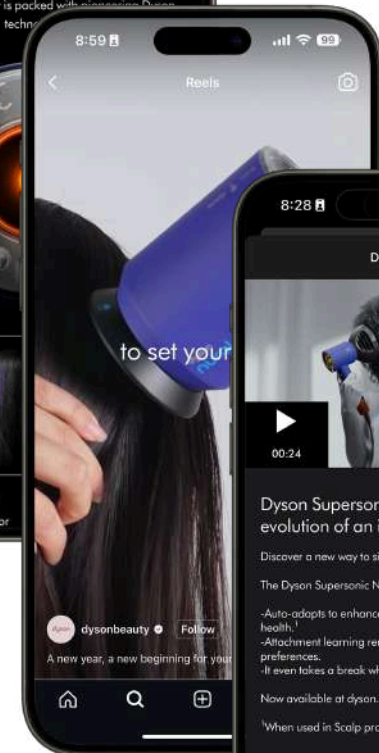
IN BASKET ENHANCEMENTS



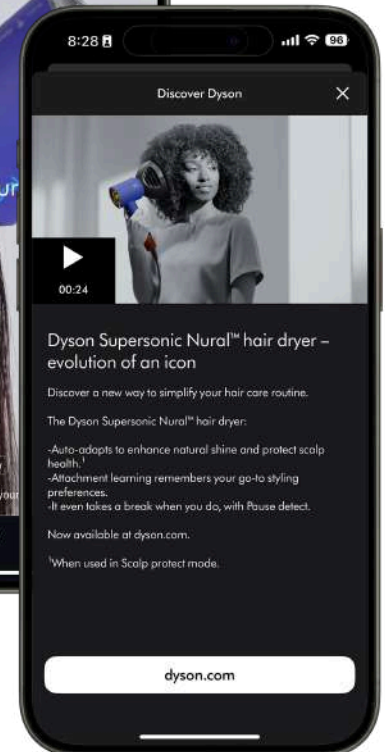
Web



Social



App



UX & UI

Project Deep Dive & Deliverables

DIGITAL OMNI-CHANNEL JOURNEYS

Implemented a comprehensive omni-channel digital delivery strategy across web, mobile app, and social platforms, resulting in a more cohesive and impactful product launch.

UX STRATEGY LEAD

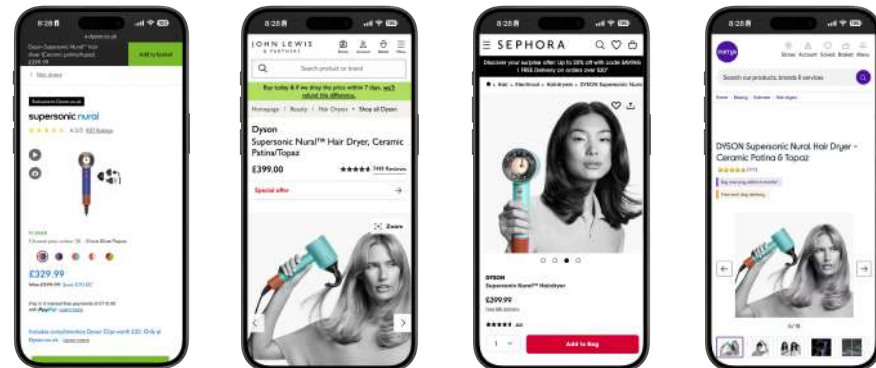
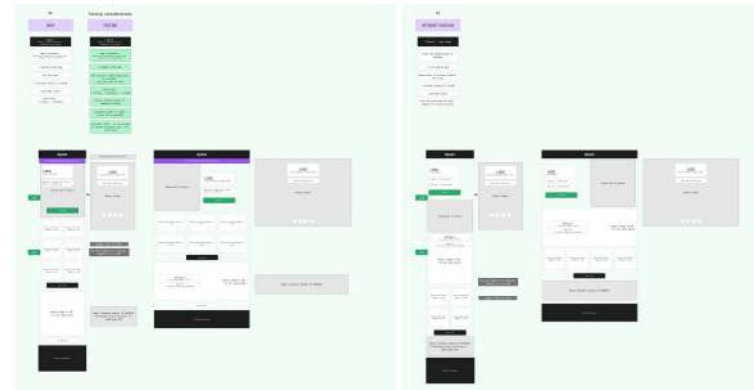
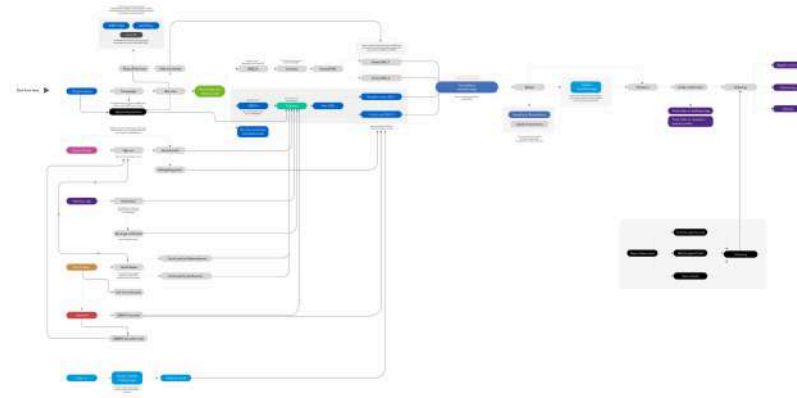
I designed tailored user and owner journeys, conducted card sorting and usability research, in person testing, and performed in-depth competitor analysis to better understand our target market to make informed data led strategic decisions.

MULTI-PLATFORM ROLLOUT

Led and delivered Supersonic Nural launch roll out for all Dyson platforms including third-party retailers like Sephora, Currys and John lewis. Delivery of digital display animated and static as well as complete direct web journeys.

1.5 YEAR PROJECT

Led a cross-functional team, effectively delegating tasks and managing workloads to ensure high quality delivery within tight deadlines.



UX & UI | CRO

Dyson Cordfree Conversion Rate Optimisation

THE ASK

Use cord-free as a baseline to streamline all digital journeys, elevate conversion rates, and establish Dyson.com as the go-to destination for purchasing Dyson products online.

PROJECT LEADER

WIRE FRAMES

USER JOURNEYS & RESEARCH

DESIGN SYSTEM COMPONENTS

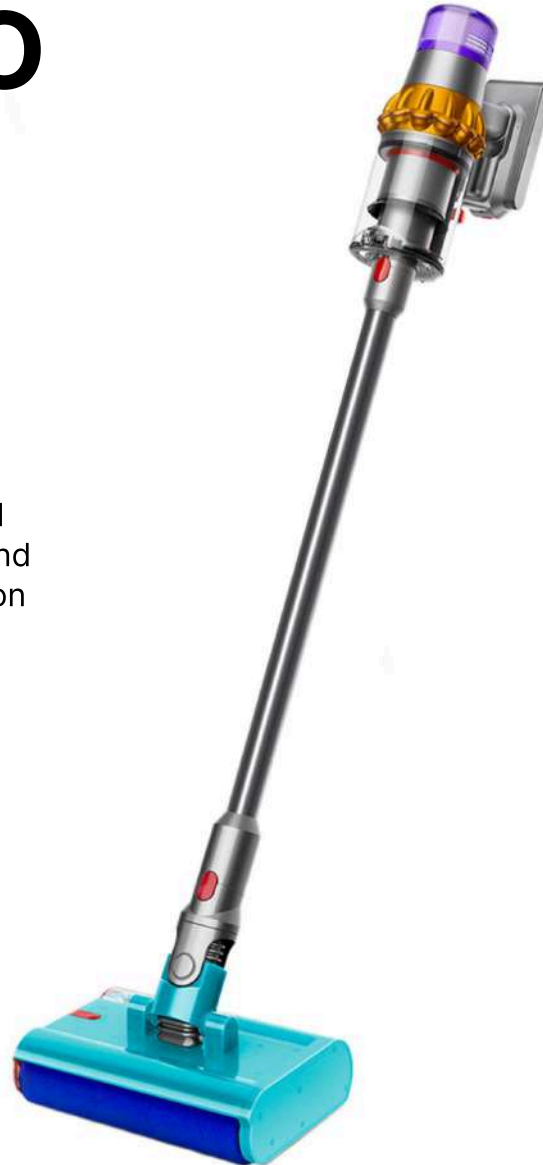
HIGH-FIDELITY DESIGNS

PROTOTYPES

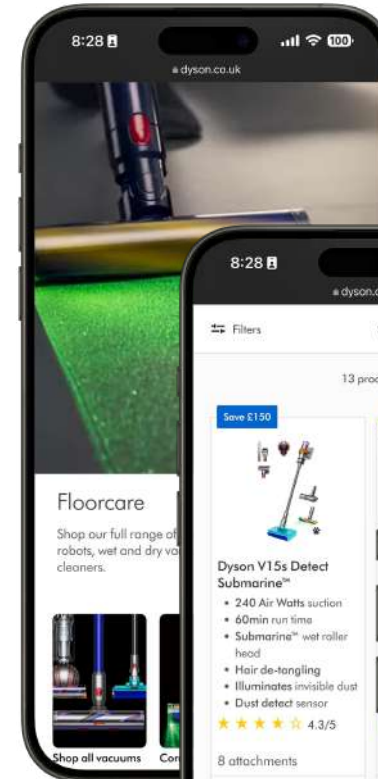
MULTI-PLATFORM ROLLOUT

OMNI-CHANNEL DELIVERY

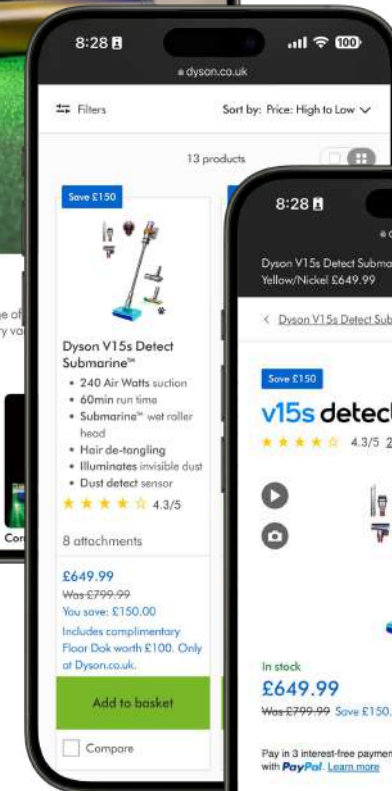
CHECK OUT ENHANCEMENTS



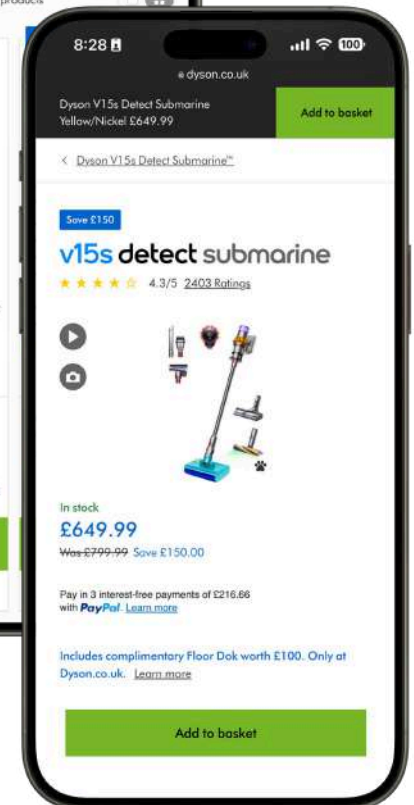
Learn
Research the
category



Shop
Compare
the range



Buy
Select the
right product



UX & UI | CRO

Project Deep Dive & Deliverables

Conversion Rate Optimisation

Led a cross-functional team, of UX and UI designers, data analyst, product owners to produce and data drives uplift in conversation

OPTIMISATION OF DIGITAL CHANNEL JOURNEYS

Redesigned long, linear journeys into shorter, purpose-driven ones with a new PLP that lets shoppers sort, filter and add products to the basket all on one page.

REDEFINED CONTENT HIERARCHY

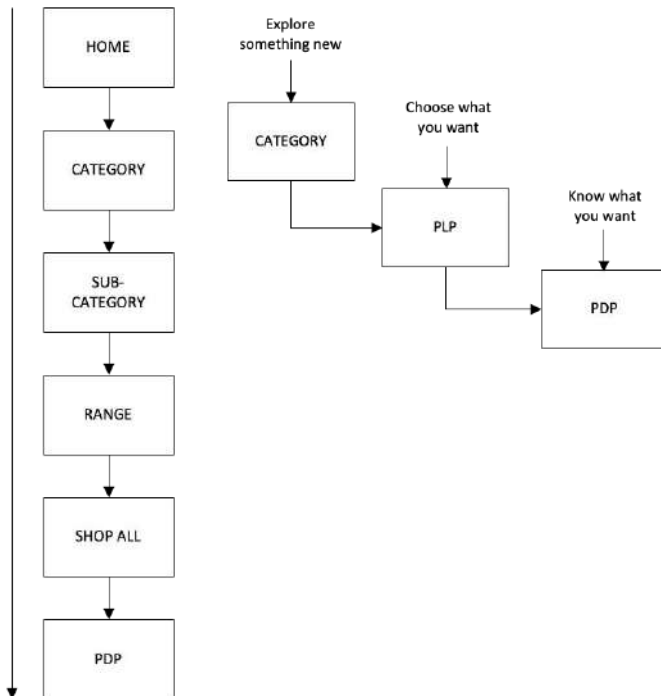
The new experience streamlines the shopper journey with clearer Category Page content, filterable Sub-Category Pages and buy-phase-focused PDPs cutting scroll depth by **50%** across all pages.

YOY COMPARISON

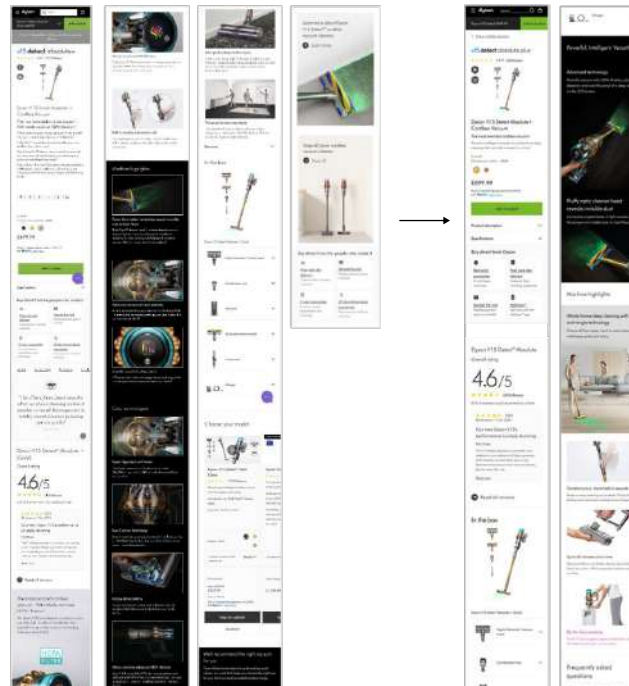
Redefining the purpose of each page and optimising content through a streamlined hierarchy reduced page length by **50%**, driving a **+25.6%** increase in site-wide conversion across EMEA markets.

Old Journey

New Journey



Pages length reduction by 50%



Sitewide Cordless Conversion

Avg. +25.6%
across EMEA tested markets



UX & UI | CTR

Dyson Global Email Optimisation

THE ASK

With email playing a vital role in every new product launch, owner communications and transactional events like Black Friday and Dyson Week, the ask was to look at how to streamline the working process and creation of all emails across all Dyson markets and improve drive CTR.

PROJECT LEADER

WIRE FRAMES

MULTIVARIATE TESTING

USER JOURNEYS & RESEARCH

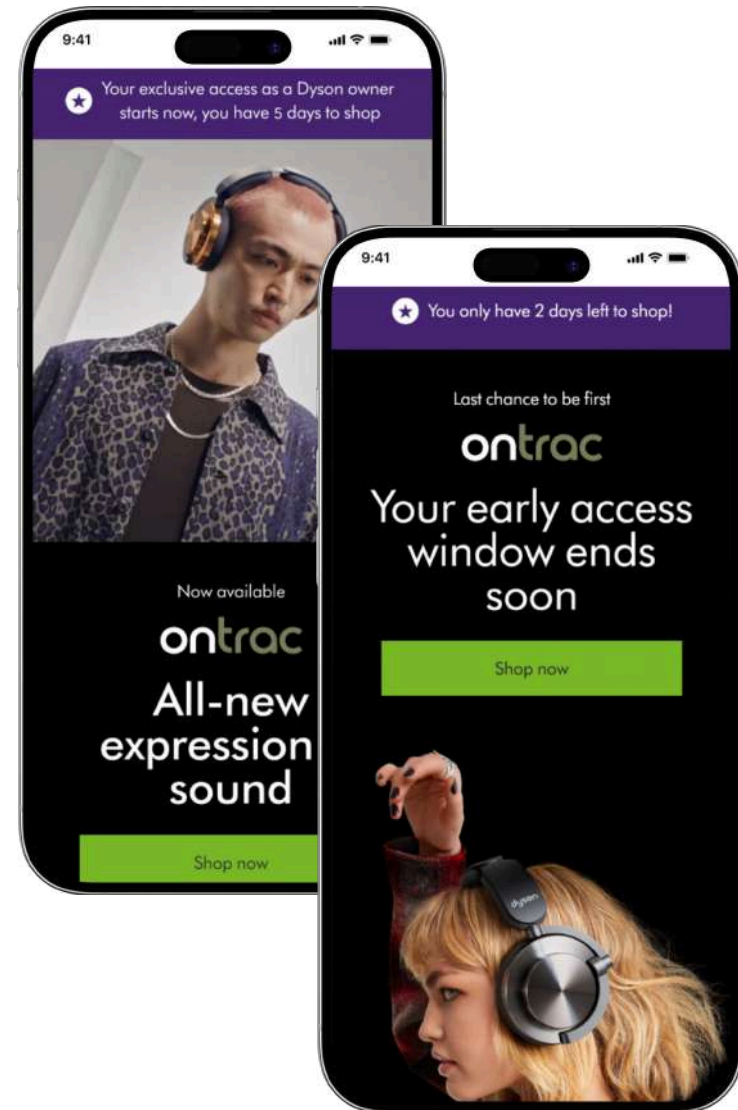
DESIGN SYSTEM COMPONENTS

SALESFORCE INTEGRATION

HIGH-FIDELITY DESIGNS

PROTOTYPES

MULTI-PLATFORM ROLLOUT



UX & UI | CTR

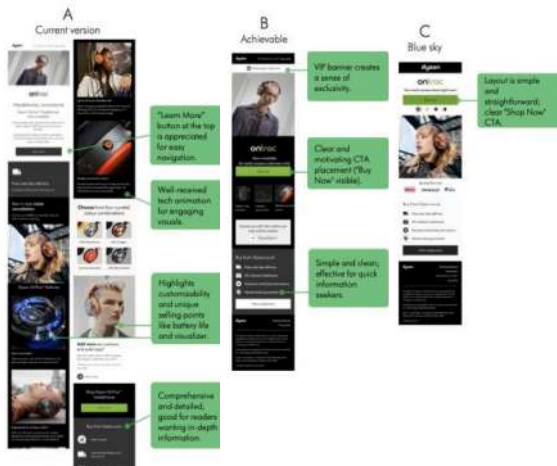
Project Deep Dive & Deliverables

Global Email Optimisation

Led a cross-functional team, of UX and UI designers, content admins and product owners to produce and data drives uplift in conversation

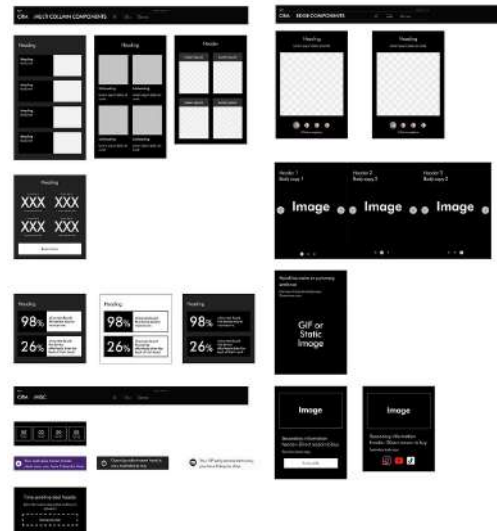
UX STRATEGY LEAD

Designed user and owner journeys, ran research and testing, built prototypes to uncover CRM habits and improve engagement.



PUTTING LEARNINGS INTO SOLUTIONS

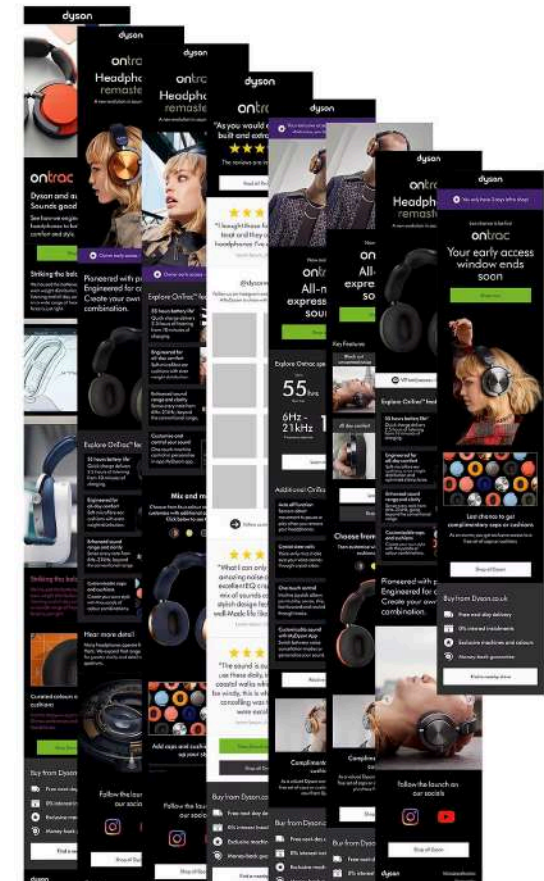
Used testing insights to reduce **100+** email templates to **13** flexible modules streamlining global creation and integrating it into the design system with Salesforce Marketing Cloud.



Emails crafted from from new modular design system →

Efficiency Meets Performance

- **33%** Efficiency Gain
- Global Scalability
- **36%** increase in open rates
- **14%** higher CTR
- Faster deployment via SFMC integration



WEB DESIGN

Sony Global Website Consolidation

THE BRIEF

Unify Sony's fragmented digital presence, dozens of regional websites with inconsistent branding, user journeys, and tech stacks into a single, globally scalable platform

LEADER DESIGNER

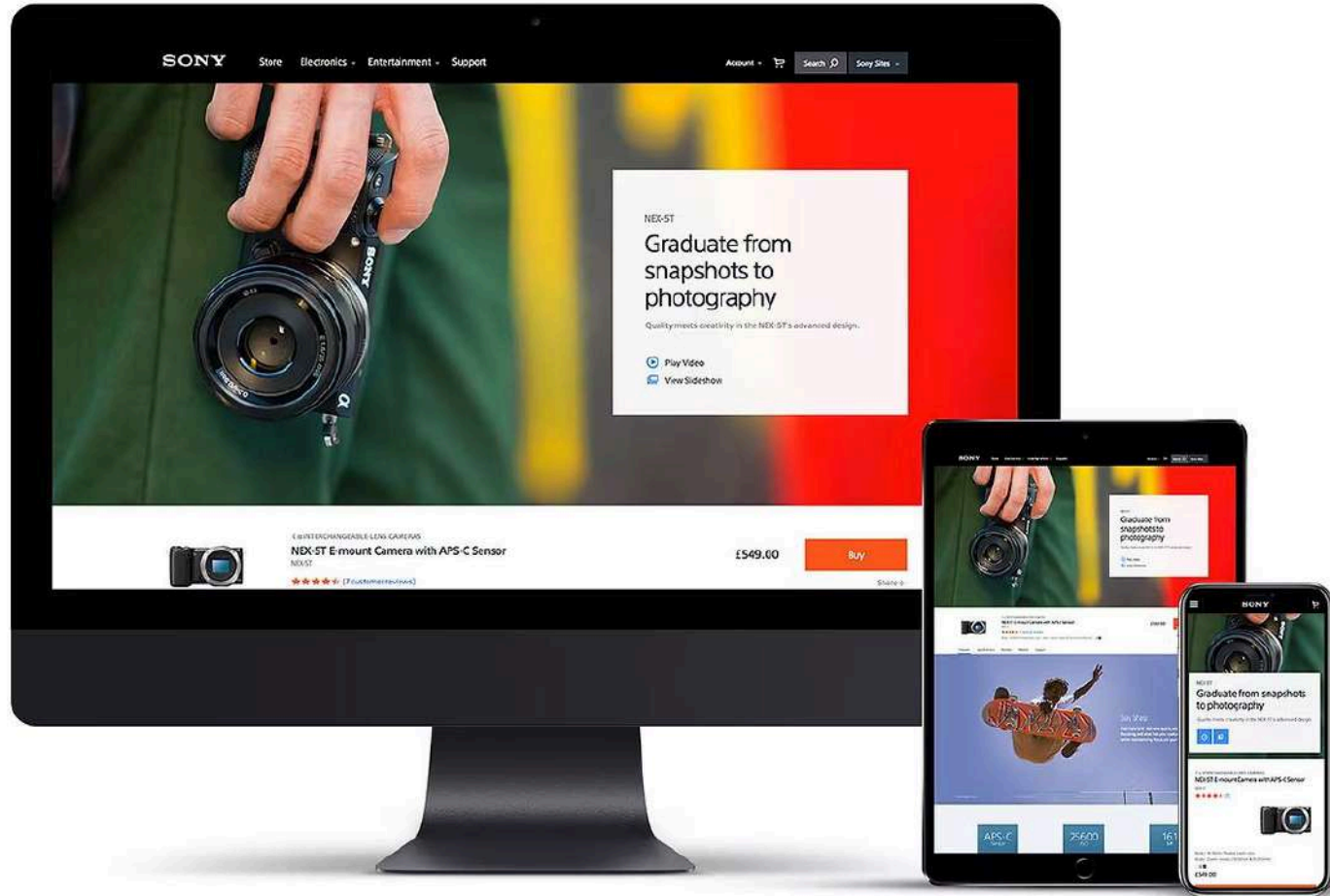
WIRE FRAMES

DESIGN SYSTEM CREATION

PROTOTYPES

HIGH-FIDELITY DESIGNS

GLOBAL INTEGRATION

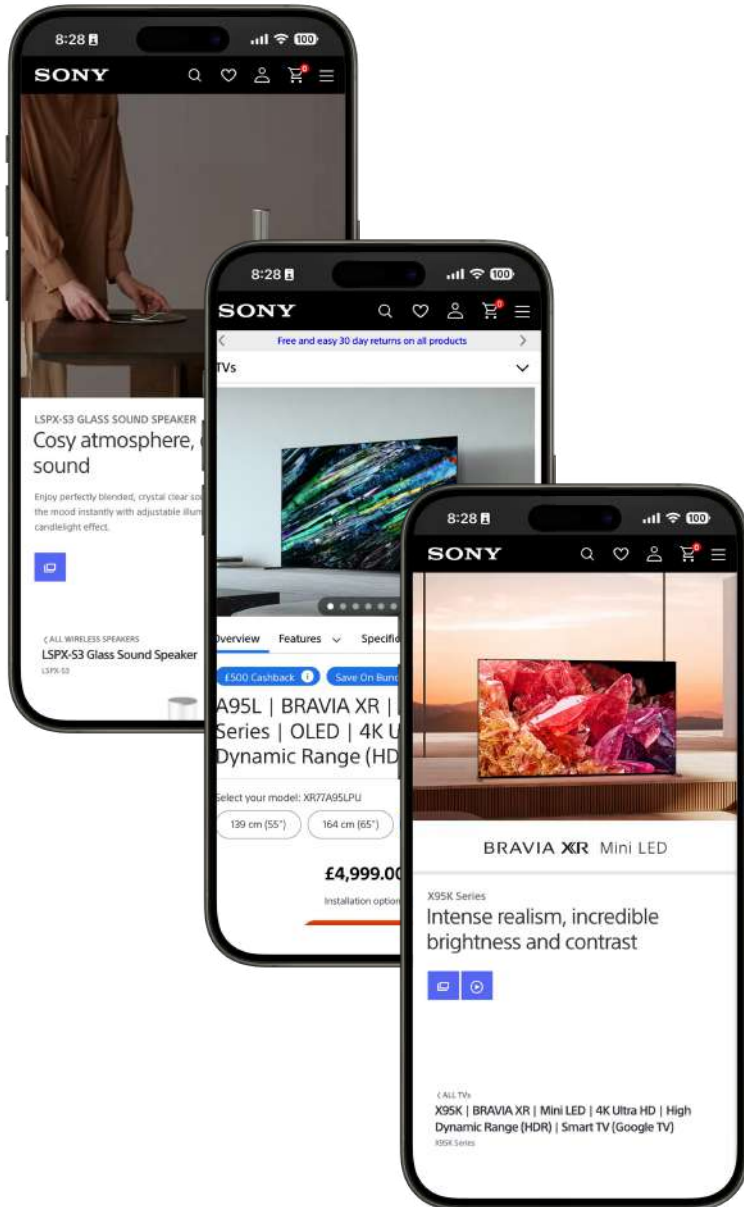


Web design

Project Deep Dive & Deliverables

Sony Global Website Consolidation

As Senior Designer at Hugo & Cat, we were tasked with creating a single consolidated website that pulled all Sony's websites from their territories worldwide into a single site.



RESULTS

Work alongside a cross-functional team to build a modular, component-based ecosystem featuring:

- **Global Design System:** Unified UI patterns and tone of voice, flexible enough for regional adaptations
- **Intelligent Localisation:** Dynamic content serving based on geo/IP, with manual override capabilities
- **Centralised CMS:** Allowed local markets to publish compliant content efficiently
- **Performance Optimisation:** Fast loading templates meeting Sony's premium standards

THE OUTCOME:

- **40%** reduction in site maintenance costs
- Consistent UX across **90%** of Sony's digital touch-points
- Scalable framework adopted by **30+** product categories
- **15%** increase in engagement metrics (time-on-site, conversions)

By treating "global" not as one-size-fits-all but as a smartly orchestrated network, we balanced brand control with local agility proving consolidation can fuel both efficiency and creativity.

STRATEGY | UX & UI

Dyson Owner Priority

VISION STATEMENT

Owner Priority is a new service from Dyson, where owners can opt into a mailing list to be first to hear about our new technology and buy our new machines a week before they go on sale. Which could guarantee them a machine, in case it sells out at launch.

PROJECT LEADER

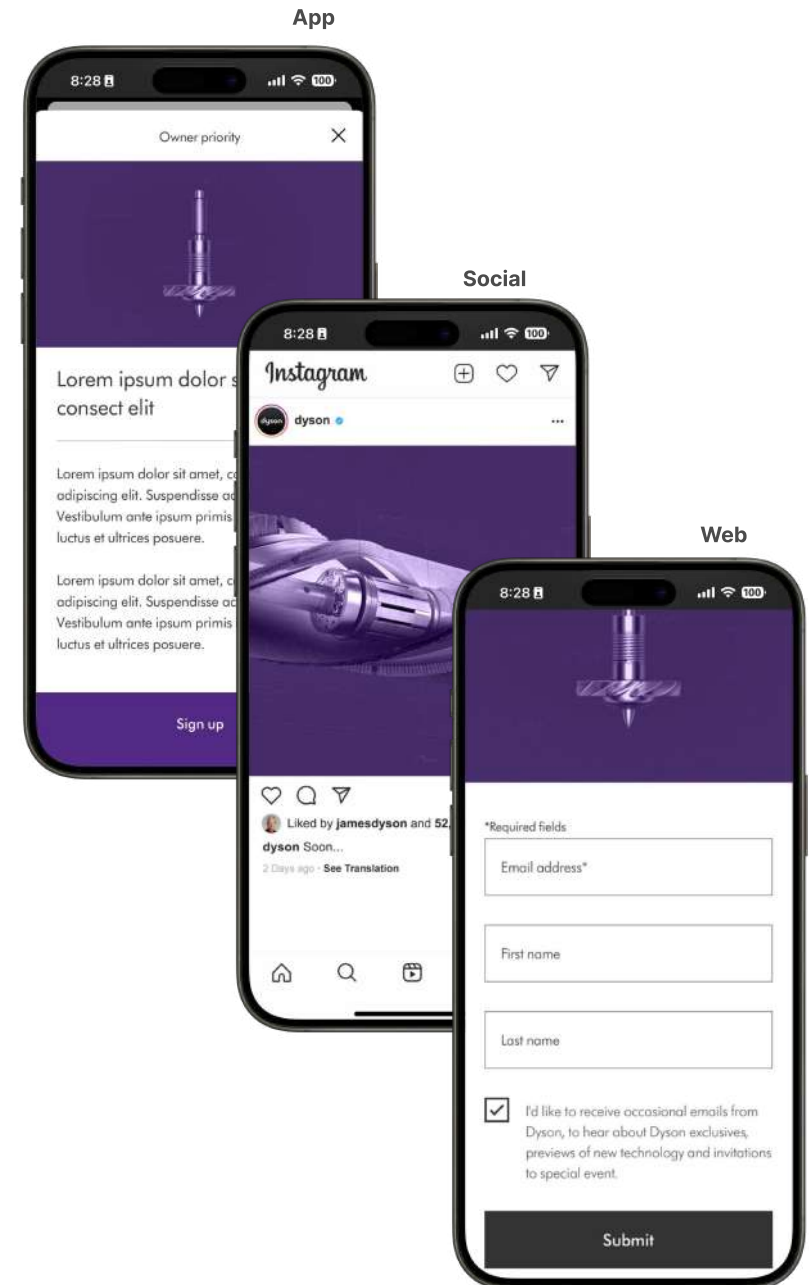
STRATEGY & IMPLEMENTATION

BACK END SOFTWARE UPDATES

USER JOURNEYS & RESEARCH

SOFTWARE INTEGRATION

WEBSITE ENHANCEMENTS



Strategy | UX & UI

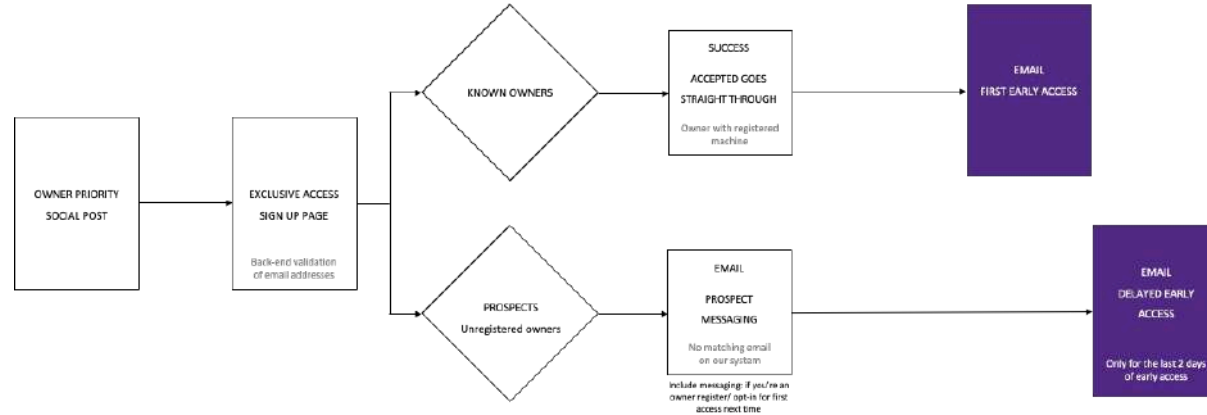
Project Deep Dive & Deliverables

3 MONTH PROJECT

Led a cross-functional team, effectively delegating tasks and managing workloads to ensure high quality delivery of omni-channel experience within tight deadlines.

OWNERS AND PROSPECTS - SOCIAL

A social post would look to draw in consumers to the early access form. Back-end validation would then split the traffic into audiences, owners and Prospects.



REGISTERED OWNERS – MARKETING ON (CRM)

Owners already enrolled in marketing don't need to sign up. Excitement is built in the weeks leading up with a teaser email, followed by a launch email on the day early access goes live.



REGISTERED OWNERS – MARKETING ON (MYDYSON)

Owners with the MyDyson app who have marketing enabled don't need to sign up. Excitement is built in the weeks prior with a teaser notification, followed by a launch notification when early access goes live.



THE OUTCOME:

The program drove **24%** of global launch sales for new products

UX & UI

Dyson Airwrap i.d.™ launch

VISION STATEMENT

Deliver Dyson's most intelligent and connected multi-styler. A faster easier way to achieve long lasting curls with no heat damage.

Perfect curls at the touch of a button.

PROJECT LEADER

WIRE FRAMES

USER JOURNEYS & RESEARCH

DESIGN SYSTEM COMPONENTS

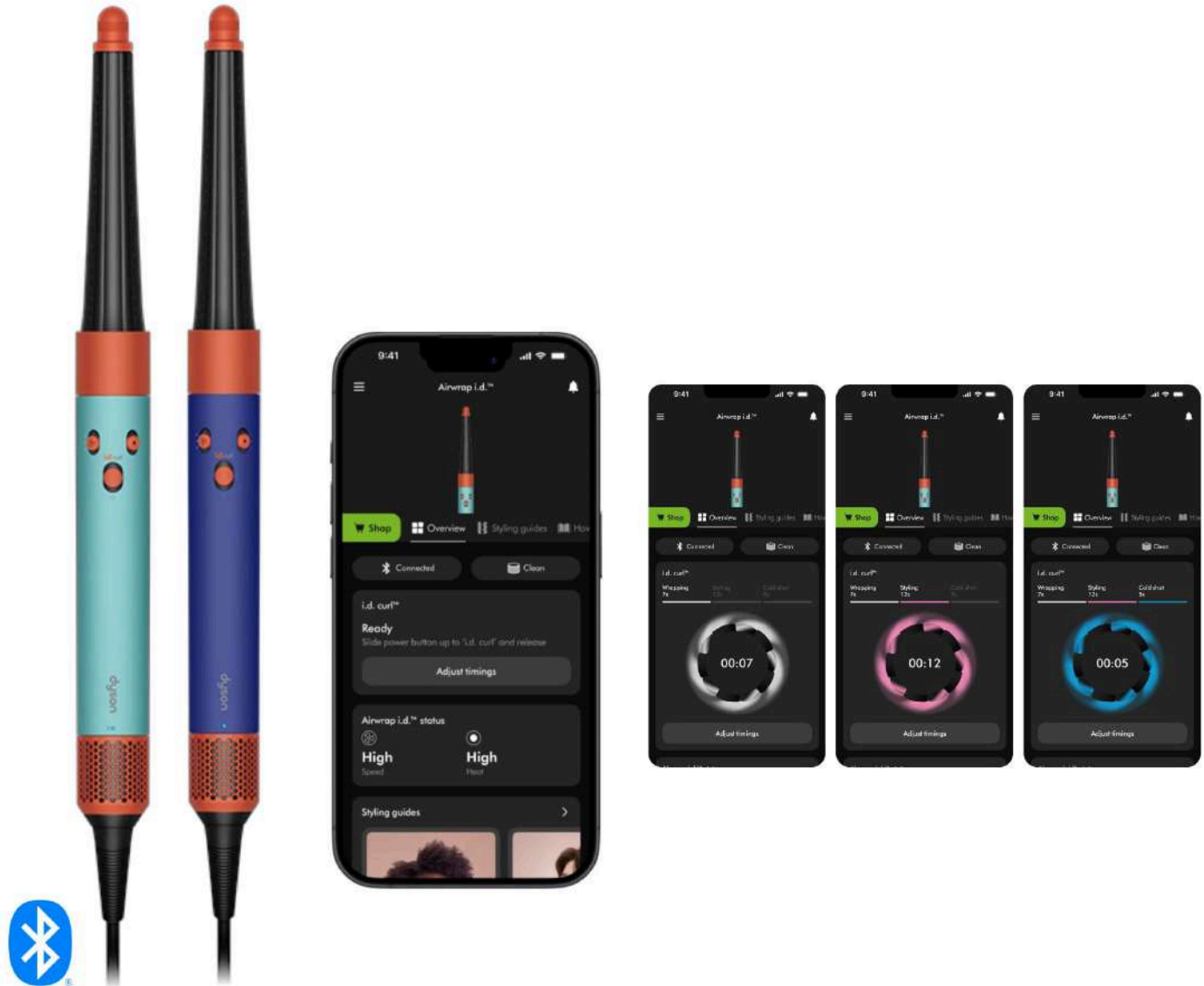
HIGH-FIDELITY DESIGNS

PROTOTYPES

MULTI-PLATFORM ROLLOUT

OMNI-CHANNEL DELIVERY

IN BASKET ENHANCEMENTS



UX & UI | Strategy

Project Deep Dive & Deliverables

1 YEAR PROJECT

Led a cross-functional team, effectively delegating tasks and managing workloads to ensure high quality delivery within tight deadlines.

DIGITAL OMNI-CHANNEL JOURNEYS

Implemented a comprehensive omni-channel digital delivery strategy across web, mobile, app, email and social platforms, resulting in a more cohesive and impactful product launch.

UX STRATEGY LEAD

Led the design of a tailored omnichannel user and owner launch strategy. Conducted card sorting, usability research, in-person testing, and data analysis to gain deep insights into the target market and inform data-driven strategic decisions.

Worked closely with the app team to optimise seamless in-app shopper and registration journeys, ensuring a frictionless path to product ownership.

MULTI-PLATFORM ROLLOUT

Led the launch of the Dyson Airwrap i.d.™ multi-styler and dryer across Dyson-owned, earned, and key third-party retail platforms including Sephora, Currys, John Lewis, and Argos. Oversaw the delivery of a comprehensive suite of assets digital display (animated and static), out-of-home (OOH), in-store, TV, web, and email ensuring brand consistency and impact.



UX & UI LEAD

DIGITAL TRANSFORMATION

CONVERSION RATE OPTIMISATION

GET IN TOUCH

 llomotey@gmail.com

 07794077709

 Larry Lomotey