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.
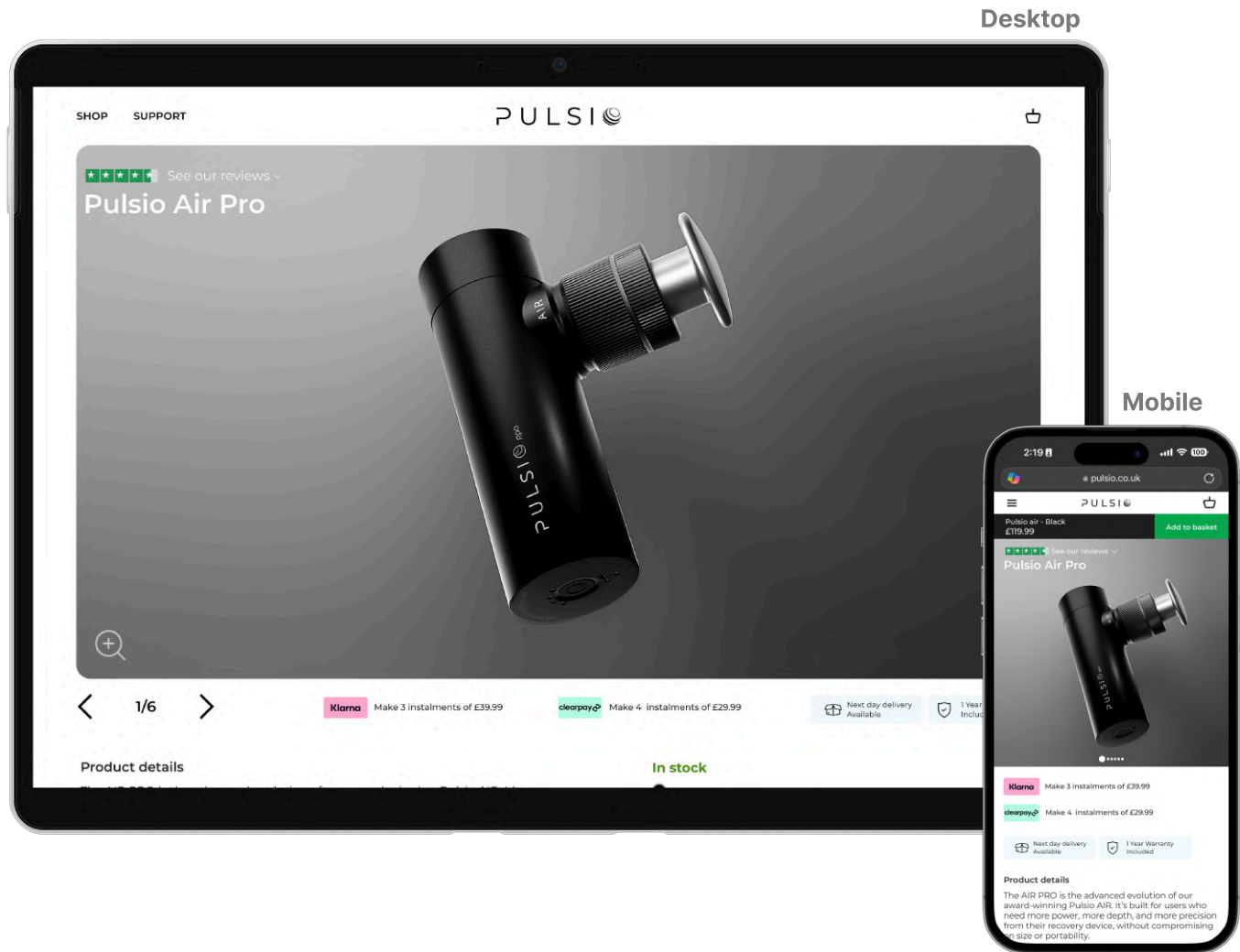
PROJECT LEADER
WIRE FRAMES
USER JOURNEYS & RESEARCH
HIGH-FIDELITY DESIGNS
PROTOTYPES
A/B TEST

Desktop

Mobile

SHOP   SUPPORT   PULSIO

See our reviews ⌄
Pulsio Air Pro

1/6

Klarna Make 3 instalments of £39.99   clearpay Make 4 instalments of £29.99   Next day delivery Available   1 Year Incl

Product details   In stock

2:19
pulsio.co.uk
PULSIO
Pulsio air - Black   Add to basket
£119.99
See our reviews ⌄
Pulsio Air Pro

Klarna Make 3 instalments of £39.99
clearpay Make 4 instalments of £29.99

Next day delivery Available   1 Year Warranty Included

Product details
The AIR PRO is the advanced evolution of our award-winning Pulsio AIR. It's built for users who need more power, more depth, and more precision from their recovery device, without compromising on size or portability.

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.
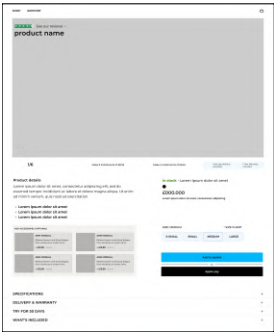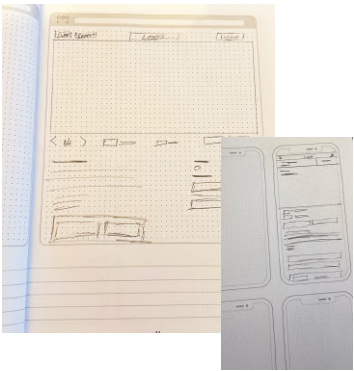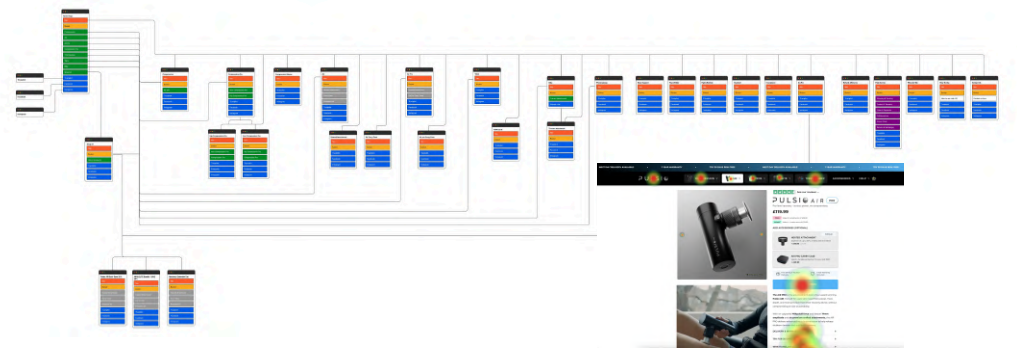

WIREFRAMES

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.
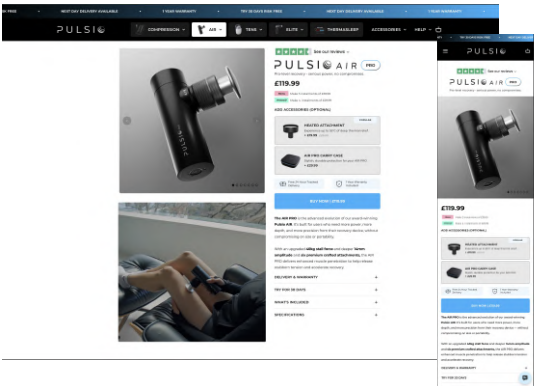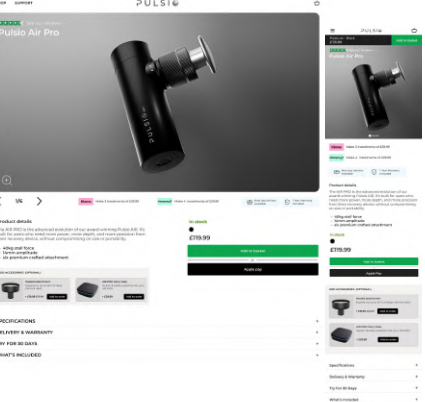

A/B TEST

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
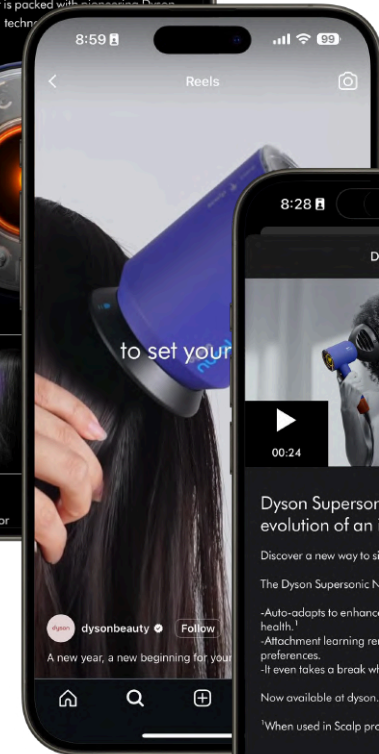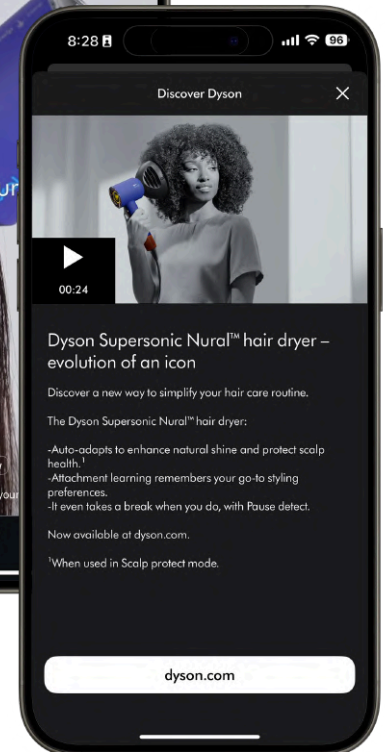OMNI-CHANNEL DELIVERY
IN BASKET ENHANCEMENTS

Web

Social

App

UX & UI
Project Deep Dive & Deliverables

1.5 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, and social platforms, resulting in a more cohesive and impactful product launch.
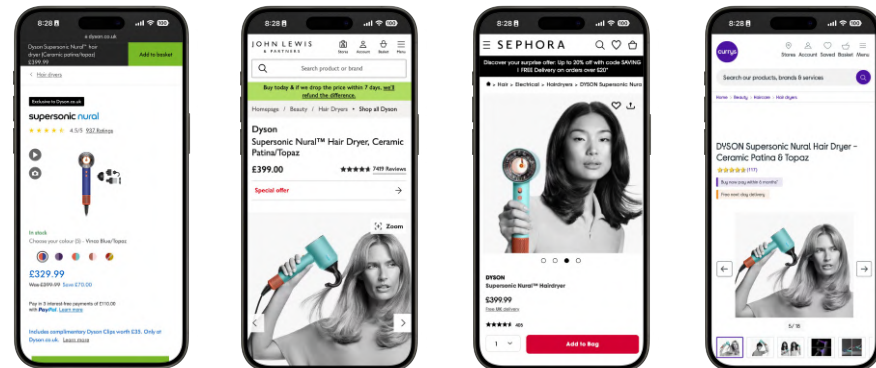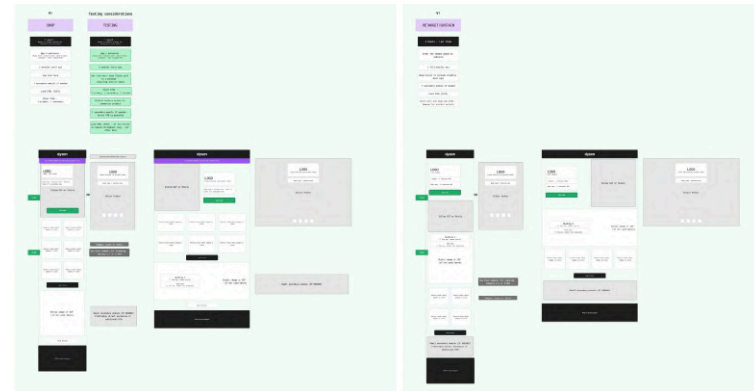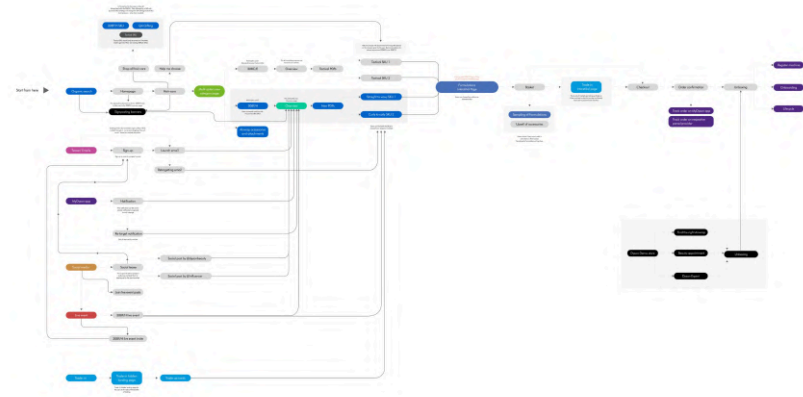

UX STRATEGY LEAD

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.

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
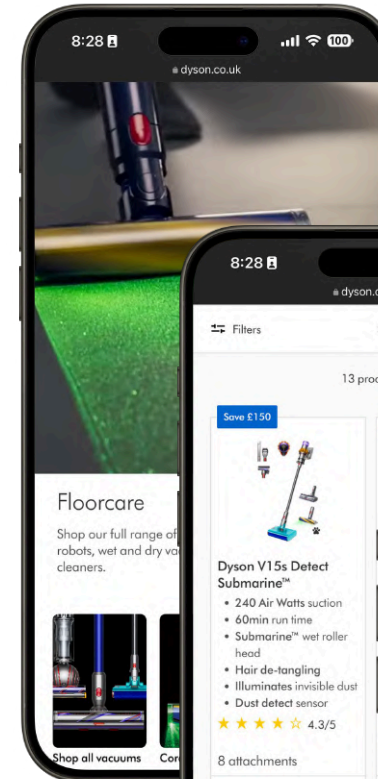**DESIGN SYSTEM COMPONENTS**
HIGH-FIDELITY DESIGNS
PROTOTYPES
MULTI-PLATFORM ROLLOUT
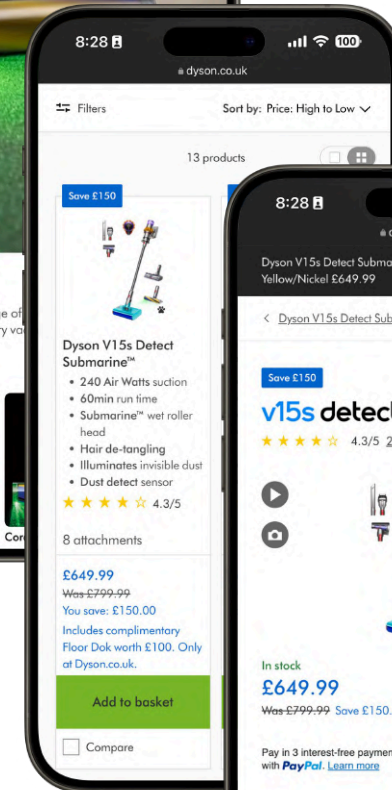**OMNI-CHANNEL DELIVERY**
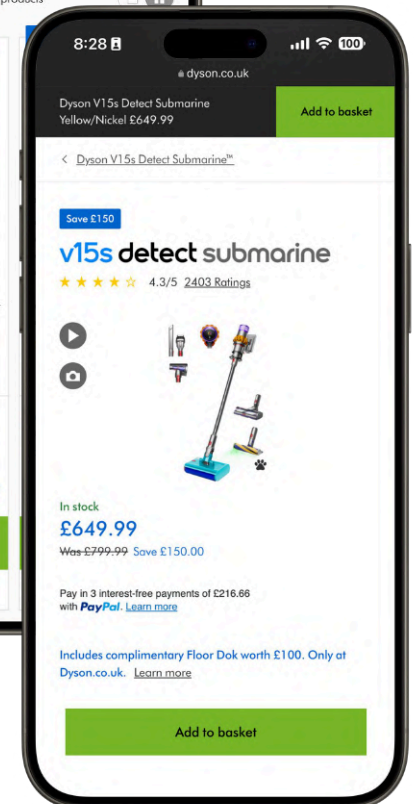**CHECK OUT ENHANCEMENTS**

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.
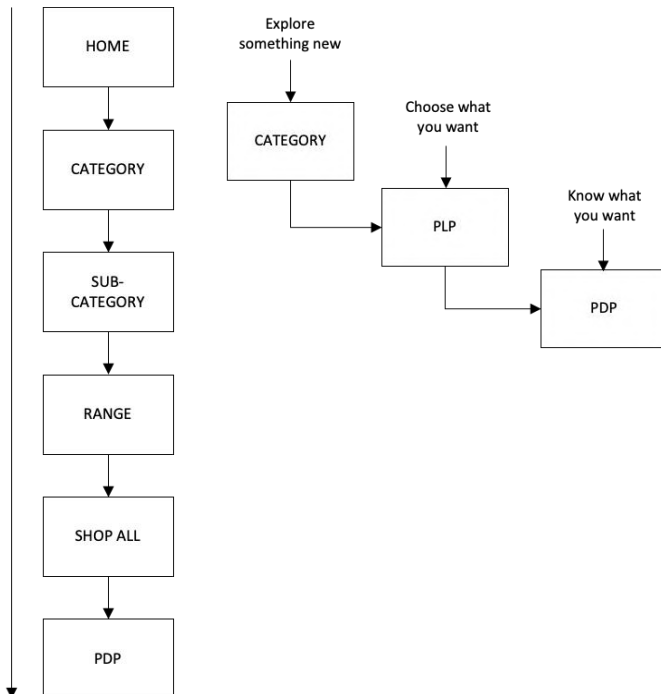
REDEFINED CONTENT HIERARCHY

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.
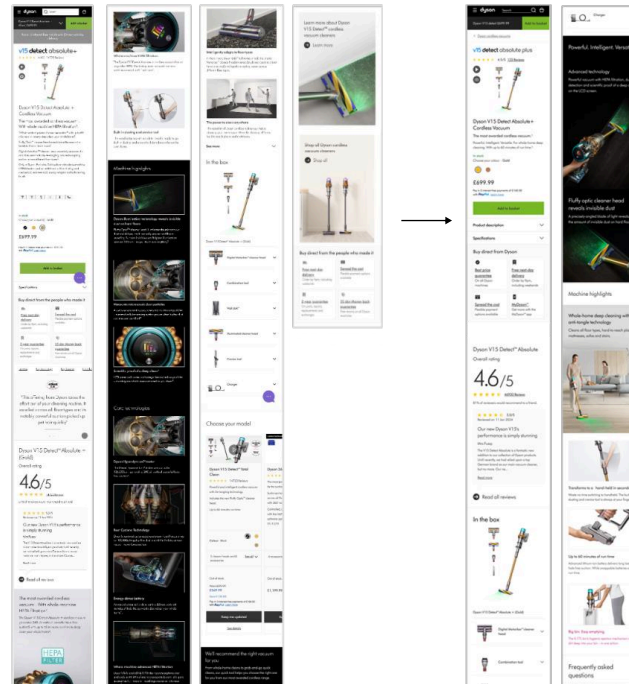
YOY COMPARISON

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
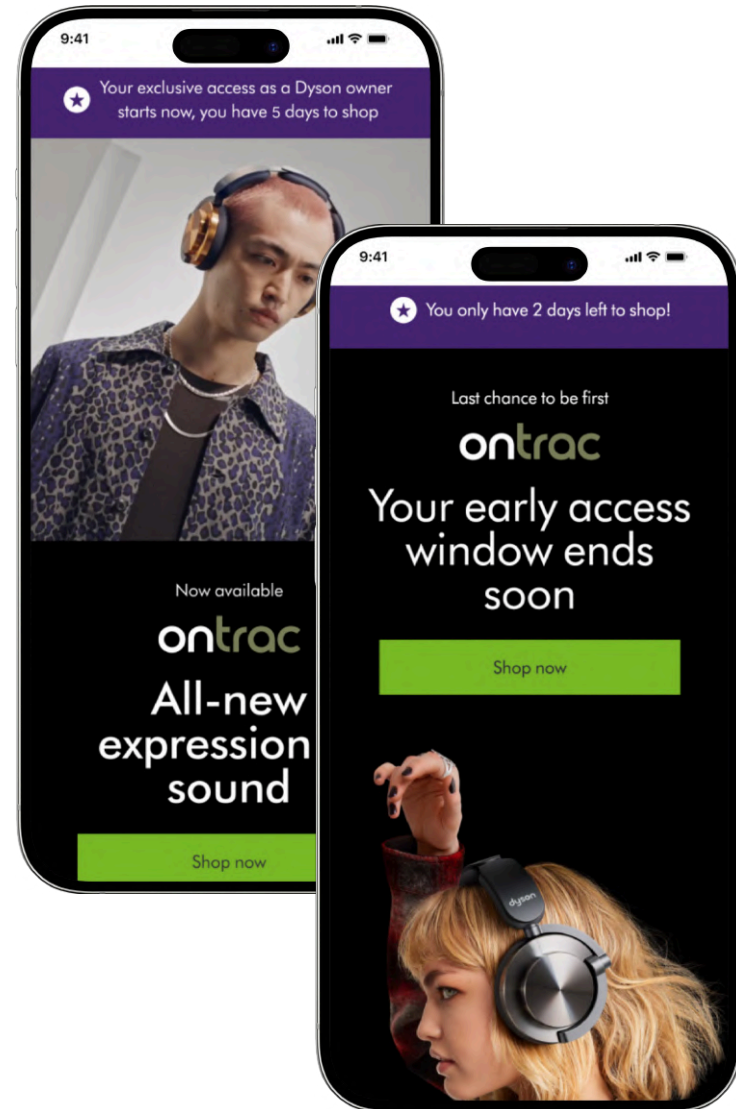**WIRE FRAMES**
MULTIVARIATE TESTING
USER JOURNEYS & RESEARCH
DESIGN SYSTEM COMPONENTS
SALESFORCE INTEGRATION
HIGH-FIDELITY DESIGNS
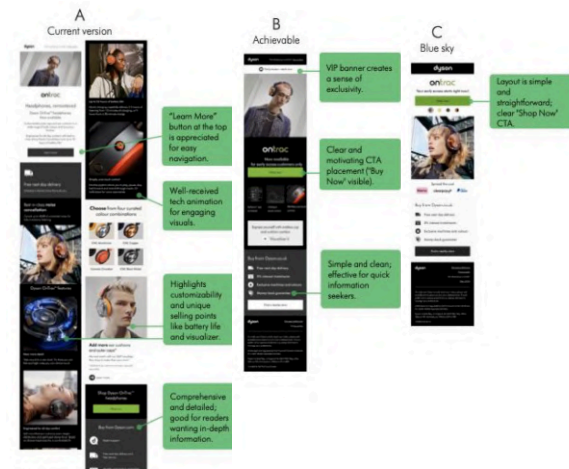**PROTOTYPES**
MULTI-PLATFORM ROLLOUT

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.

Efficiency Meets Performance

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

Emails crafted from from new modular design system →

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

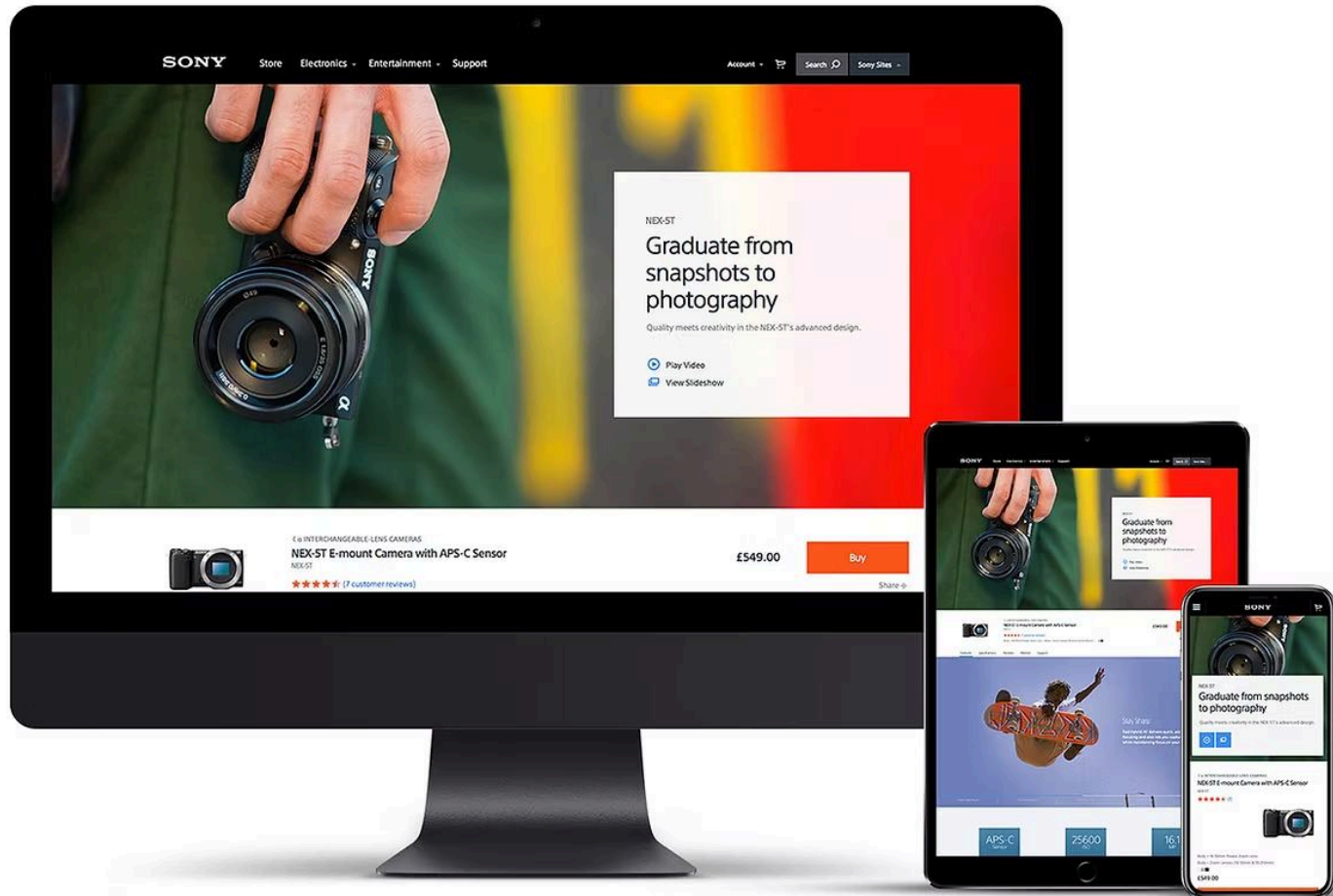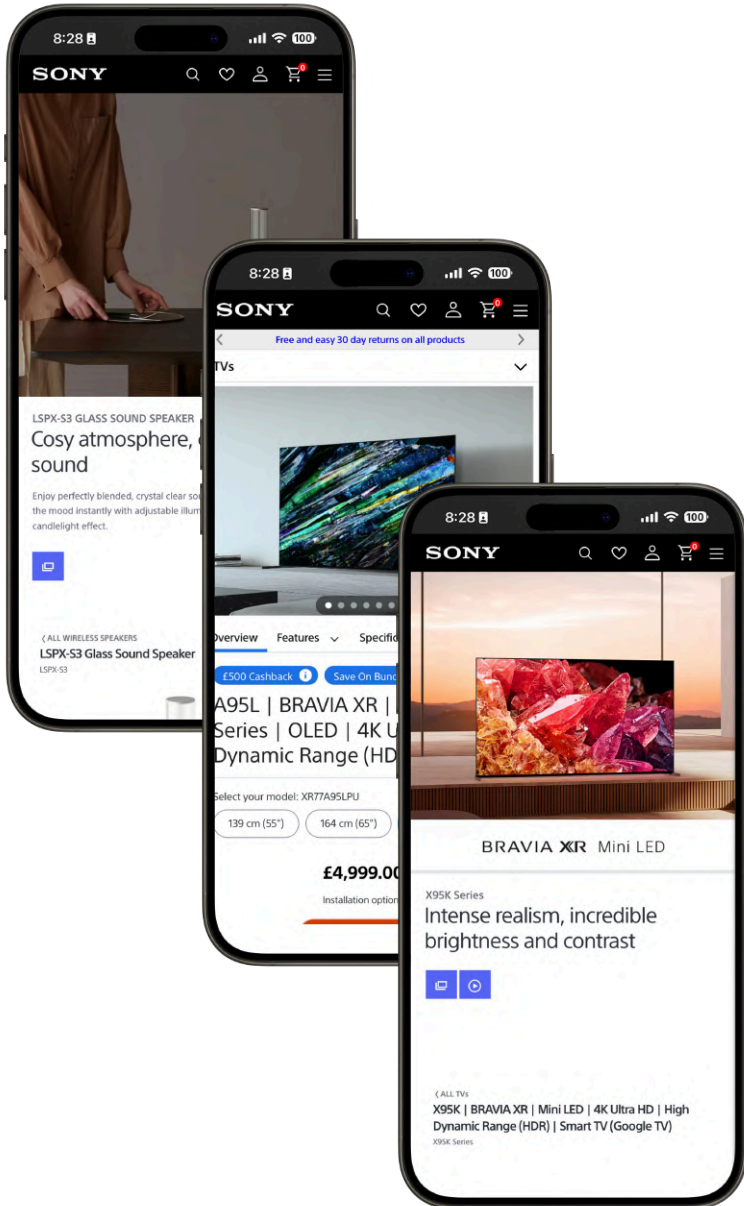As Senior Designer at Hugo & Cat, we were tasked with creating a single consolidated website that pulled all Sony's websites from their territories worldwide into a single site.

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

App

8:28

Owner priority

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luctus et ultrices posuere.

Lorem ipsum dolor sit amet, c
adipiscing elit. Suspendisse ad
Vestibulum ante ipsum primis
luctus et ultrices posuere.

Sign up

Social

8:28

Instagram

dyson

Liked by jamesdyson and 52.
dyson Soon...
2 Days ago · See Translation

Web

8:28

*Required fields

Email address*

First name

Last name

☑ I'd like to receive occasional emails from Dyson, to hear about Dyson exclusives, previews of new technology and invitations to special event.

Submit

Strategy | UX & UI
Project Deep Dive & Deliverables

3 MONTH PROJECT

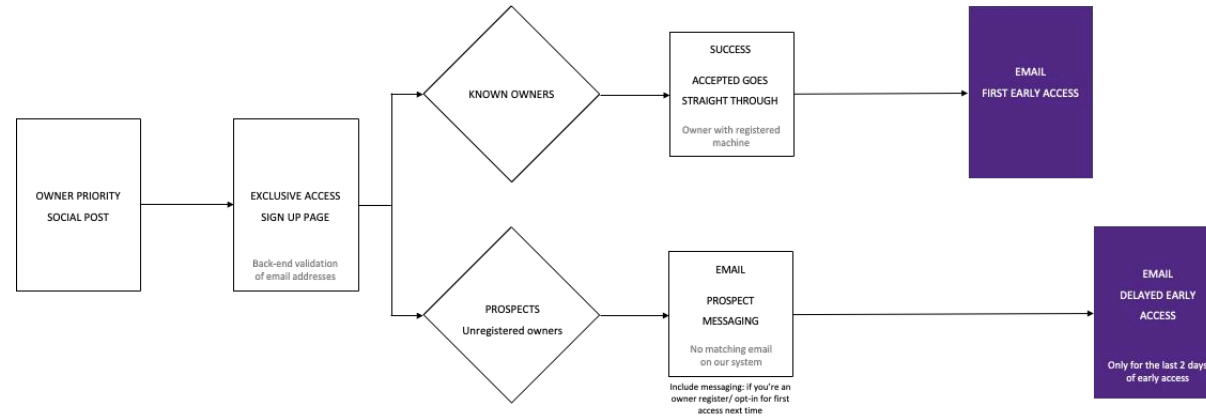Led a cross-functional team, effectively delegating tasks and managing workloads to ensure high quality delivery of omni-channel experience within tight deadlines.

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.

Print

TV

Email

Social

OHH

App

Web

In Store

UX & UI LEAD

DIGITAL TRANSFORMATION

CONVERSION RATE OPTIMISATION

GET IN TOUCH

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in Larry Lomotey