Sam Marks

Design Leader

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Design leader who has built and run teams at Indeed Flex, Cannes Lions and Squiz. Still hands on, I design and build end to end sites and platforms myself in Figma, Cursor and Claude.

I help businesses:

- **Drive growth.** I find where users drop off and remove the friction, so more of them convert.
- **Ship faster with less rework.** I align design, product and engineering early, so teams build the right thing first time.
- **Own design end to end.** I build and run a strong team, so you can focus on the roadmap.

CAREER HISTORY

Indeed (Indeed Flex) | **Director of User Experience** Apr 2023 to Jun 2026
Head of Product Design Jun 2022 to Apr 2023

Staffing marketplace · 240,000+ workers · UK and US

- **Grew the marketplace.** Cut worker onboarding from 27 steps to 7 and made it 80% faster, so more shifts were filled and more clients won.
- **Cut costly rework.** A weekly show and tell and one shared process, later with AI tools, got designs right earlier with fewer edits and meetings.
- **Built a team of 17 the business trusted.** Grew design from 10 to 17 across the UK and US, owning hiring, budget and goals.

Ascential (Cannes Lions) | **Head of Product Design** Mar 2020 to Jun 2022

Cannes Lions and Ascential's global digital products

- **Protected the festival's revenue.** Took Cannes Lions online in under two months when COVID cancelled it; Gold Award 2020.
- **Got every team behind one platform.** Digital went from a sideline to the centre of the business.
- **Rebuilt the design team in 3 months.** Hired 4 designers, fully remote, at the start of COVID.

Squiz | **Creative Director** Mar 2019 to Mar 2020
UX Lead Sep 2016 to Mar 2019

Global technology company with no design offer

- **Created a new revenue stream.** Built a design consultancy from scratch and won the UAL redesign from a technology only contract.
- **Cut wasted time and cost.** Consolidated toolsets and matched each project to the right designer, so smaller jobs took less time.
- **Built and led a team of 8.** Ran UK design consulting across London, Edinburgh and Poland.

EARLIER CAREER

The People's Operator | **UX Design Lead** Jan 2015 to Aug 2016
Quilo (Freelance) | **Visual UX Designer** Oct 2008 to Jan 2015
Lucas Lynch | **Senior Designer** Jan 2006 to Oct 2008

INTERESTS

Playing padel & health fitness, Travelling, Photography and history of Italian football stadia