

Sam Marks.

Product Design Director | Head of Product Design | UX, Design and AI Automation

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quilo.co.uk | linkedin.com/in/sam-marks-2078 | Open to remote or hybrid

Open to permanent Head of Design or Design Director roles, and fractional Design and AI Automation work.

PROFILE

Product Design Director with 20+ years in product design, UX and digital transformation. Most recently Director of User Experience at Indeed, leading design for Indeed Flex, a B2B SaaS staffing marketplace serving 240,000+ workers and 2,000+ enterprise customers across the UK and US. Grew the Product Design team from 10 to 17 designers, owned the design budget, hiring plan and design OKRs, and led design as a strategic partner to Product, Engineering, Operations and the executive team.

I now focus on AI. I design agentic workflows and build working prototypes in Cursor and Claude, so leadership teams can test ideas with real users before committing engineering spend. I am known for turning ambiguous problems into clear product direction.

KEY ACHIEVEMENTS

- Grew the Product Design team at Indeed Flex from 10 to 17 designers (around 70%).
- Redesigned worker onboarding, cutting completion time by 80% and complexity by 60%.
- Contributed to a 23% lift in client retention.
- Led design for products serving 240,000+ workers and 2,000+ enterprise customers in the UK and US.
- Gold Award 2020 for LionsLive, taking Cannes Lions online during COVID.
- Built coded AI prototypes in Cursor and Claude that shaped executive investment decisions.

EXPERIENCE

Director of User Experience, Indeed (Indeed Flex)

2023 to 2026 | UK and US

Head of Product Design, Indeed Flex

2022 to 2023 | UK and US

- Led product design across the worker and employer sides of a two sided staffing marketplace (B2B SaaS), serving 240,000+ workers and 2,000+ enterprise customers.
- Grew the Product Design team from 10 to 17 designers; owned the hiring plan, recruitment, mentoring and career development.
- Owned the design budget and set design OKRs aligned to product and business goals.
- Provided cross functional leadership with Product, Engineering and Operations leaders, bringing in modern design practice and raising design's influence.
- Redesigned worker onboarding, cutting completion time by 80% and complexity by 60%.
- Simplified shift booking to a two step flow with consistent patterns from discovery to confirmation.
- Contributed to a 23% lift in client retention.
- Led AI product strategy for workforce management, designing an agentic operations platform with decision support tools. Prototyped it in Cursor and Claude; concepts were adopted into future product direction.

Head of Product Design, Ascential (Cannes Lions)

2020 to 2022

- Led Product Design for LionsLive when COVID cancelled the live festival, taking Cannes Lions online under extreme time pressure.
- Partnered directly with the executive team to create a new digital operating model and protect significant commercial revenue.
- LionsLive won a Gold Award in 2020.
- Set design direction across Ascential's global digital products.

Creative Director, Squiz

2019 to 2020

UX Lead, Squiz

2016 to 2019

- Led the UK consulting team across London, Edinburgh and Poland, combining design, strategy and business growth.
- Built Squiz's design consultancy offer from scratch and grew a team of 8 designers.
- Led digital design for university clients including UAL and LSBU.
- Delivered the Bucks New University website, nominated for Best University Website.

Head of Design and UX, The People's Operator (TPO Mobile)

2015 to 2016

- Led design for the US launch of an ethical mobile network, working with the CEO, CTO and telecoms partners.
- Designed the end to end customer experience: plans, SIM ordering, activation, billing, account management and support.
- Built a purpose led brand where 10% of every bill went to a cause the customer chose.

Independent Design Consultant

2005 to 2015

- Design and digital consultancy for brands including Google, Carphone Warehouse and Coca-Cola Dubai.
- Launched YouTube's first paid full brand channel, for Vodafone.

SKILLS

Leadership: Design leadership, team scaling, hiring plans, recruitment and mentoring, design budgets, OKRs, design operations, cross functional leadership, executive stakeholder management, product strategy, digital transformation

AI: Agentic AI, generative AI, LLM product design, AI automation, AI interaction patterns, decision support systems, rapid AI prototyping

Product and UX: UX strategy, product discovery, user research, usability testing, product analytics, interaction design, service design, design systems, end to end customer journeys, accessibility

Domains: B2B SaaS, two sided marketplaces, workforce management, events and media, higher education, telecoms

Tools: Figma, Adobe Creative Suite, UserTesting, Mixpanel, Crazy Egg, Cursor, Claude, ChatGPT, React, Next.js