

Sam Marks.

UX, Design & *AI Automation* Director

Head of Product Design · Design Leadership · AI Product Innovation

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quilo.co.uk · linkedin.com/in/sam-marks-2078 · Remote or hybrid

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

01 / PROFILE

Design leader with 20+ years in product design, UX and digital transformation. Most recently UX Director at Indeed Flex, operating at Head of Product Design level, where I scaled the design organisation by around 70% and led products used by 240,000+ workers and 2,000+ enterprise customers across the UK and US.

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'm known for turning ambiguous problems into clear product direction, and for making design a strategic partner to product, engineering and the executive team.

02 / KEY ACHIEVEMENTS

70%

Scaled the Product Design organisation at Indeed Flex.

80%

Faster worker onboarding, and 60% less complex.

23%

Lifted client retention by 23%.

240k+

Workers served, plus 2,000+ enterprise customers in the UK and US.

Gold

Gold Award 2020 for LionsLive, taking Cannes Lions online during COVID.

AI

Coded prototypes in Cursor and Claude that shaped executive investment.

03 / EXPERIENCE

Indeed Flex (Indeed) · UX Director, Head of Product Design level

2022 to June 2026

- Led product design across the worker and employer platforms in the UK and US, serving 240,000+ workers and 2,000+ enterprise customers.
- Scaled the Product Design team by around 70% and brought in modern design practice, raising quality, capability and 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 Felix, an agentic operations platform with decision support tools. Prototyped it in Cursor and Claude; concepts were adopted into future product direction. Felix is client confidential, so names are anonymised.

Ascential (Cannes Lions) · Head of Product Design2020 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.

Squiz · Creative Director2016 to 2020

- 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.

The People's Operator (TPO Mobile) · Head of Design and UX2015 to 2016

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

Independent Consultant2005 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.

Leadership	Design leadership, team scaling, hiring and mentoring, design operations, 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, interaction design, service design, design systems, end to end customer journeys, accessibility
Tools	Figma, Cursor, Claude, ChatGPT, React and Next.js prototyping

Let's build *what's next.*

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Case studies at quilo.co.uk/work