

Sophie Livingstone

Product Designer

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SUMMARY

Product designer with two years of experience in femtech, sports, and SaaS, and five years in marketing before that. I take products from early flows to finished screens, and I care as much about why a feature exists as how it looks.

EXPERIENCE

Product Designer, Fertitude (Full-time)

May 2025 - Present

- Handled the 4.0 redesign end to end as the sole designer. Six features: period tracking, an AI assistant, expert consultations, community, programs, and articles.
- Swapped the usual circular period tracker for swipeable cards after support kept hearing the wheel was confusing. Cycle days now read at a glance, each phase has its own colour, and a phase bar shows where you are in the cycle.
- Moved the AI assistant (Kiki) out of her own screen and into the rest of the app, then worked with the product ops team on where she could support paid plans.
- Rebuilt the consultation flow around health conditions instead of generic booking. Added a product tour for less tech-savvy users, who needed a walkthrough before they could find their way around.

Product Designer, Fanatix (Contract)

July 2025 - Present

- Came in to design Transfer Trivia, a daily trivia game. The work grew into an ongoing contract covering a full app redesign.
- Noticed fans had nothing to do outside match days. Designed a community feature with status updates so people could react during games. Early Mixpanel numbers showed sessions running about 12% longer.
- Rebuilt the design system for the redesign.
- Designed the trivia leaderboard, a second game still in development, and a new homepage that puts all of a user's fixtures in one place.

Product Designer, JumpWag (Founding team)

August 2025 - June 2026

- One of three founders, with a growth PM and a developer, on a tool that finds viral trends and turns them into content ideas.
- Designed the main flow: paste a link to a trend, get an AI breakdown, choose format and audience, then generate and refine the idea.
- Covered the full product, from trend pages and saved ideas through to edge cases like out-of-credit states and the waitlist page.

Product Designer, Sweatville (Contract)

October 2025

- Three-week solo contract. Designed a gym membership app covering branch check-ins, visit history, memberships, and progress tracking, built around helping members see how their measurements changed.

EARLIER EXPERIENCE (MARKETING AND CONTENT)

Newsletter Writer, EarlyNode (2024). Redesigned the newsletter, which lifted open rates by 10%.

Product Growth Marketer, Motherboard (2023-2024). Worked with designers on landing page copy, in-product copy, and PRDs.

Growth Marketer, PneumaCare (2023)

Digital Copywriter, Enterscale (2023)

Communications Lead, Wrap Valley (2021-2023)

SKILLS AND TOOLS

Skills: End-to-end product design, design systems, component libraries, user flows, wireframes, prototypes, UI design, in-product copy, PRDs, feature prioritisation, working with developers

Design: Figma, FigJam, Miro, Canva, Claude

Project management: Linear, ClickUp

EDUCATION

Product Design, AltSchool

B.Sc. Industrial Chemistry, Bowen University