BEN COULSON

Product Manager | Strategic Vision | Innovation | Market Research

📞 +447446875553

@ bencoulson816@gmail.com

🔗 https://www.linkedin.com/in/ben-coulson-58a15753/

🔗 https://www.ben-coulson-portfolio.co.uk/

📍 Bristol

SUMMARY

Product Management professional with 10+ years' experience driving strategic vision, product innovation, and measurable business impact. Skilled in market research, experimentation, and conversion rate optimisation, with proven success improving conversion funnels by 12% and increasing user satisfaction by 30% through customer insights initiatives. Adept at leveraging research and analytics to inform design and UX decisions, consistently delivering solutions that enhance engagement and align with business goals. Excited to apply these skills to support Heidi's mission of making mountain discovery more accessible and enjoyable.

EXPERIENCE

Product Manager

Amdaris

📅 12/2024 - Present   📍 Bristol, United Kingdom

🔗 https://amdaris.com/

- Oversaw discovery across multiple concurrent workstreams, aligning stakeholders and translated requirements to shape the future vision of the Board Intelligence portal.
- Conducted competitor analysis to identify gaps and differentiation opportunities in board evaluation tools.
- Optimised the client onboarding process by streamlining manual data entry, reducing time-to-setup by approximately 30%, and improving conversion and adoption.
- Drove accessibility improvements across the BI portal through audits and design system consultation, aligning to WCAG 2.1 AA standards and improving usability for all users.
- Enhanced UX flows and CRO through user journey mapping, data-driven design decisions, and the introduction of clearer navigation and engagement triggers.
- Partnered with BI's leadership to define KPIs and OKRs, ensuring measurable impact on efficiency, client retention, and product adoption.
- Facilitated collaboration between design, development, and leadership teams to deliver a consistent, scalable, and accessible product ecosystem.

PROFESSIONAL QUALIFICATIONS

UX Nanodegree - Udacity

Product Roadmapping Micro-Certification - Product School

Product Strategy Micro-Certification - Product School

Product Launches Micro-Certification - Product School

SKILLS

UX

A/B Testing   CX Journey Mapping

Digital Strategy   IXD

Market Analysis   Miro   UI/UX

Usability Testing

User Acceptance Testing

User Journeys   User Personas

User Research   User Stories

Usability Studies   User Testing

UX Audits

Insights

Data studio   Firebase

Google Analytics   Google BigQuery

Google Tag Manager   Hotjar

HubSpot   Performance Analysis

ROI Analysis   UXCam

EXPERIENCE

UX Manager
OnePlusOne

📅 05/2022 - 12/2024 📍 Bristol/Remote
🔗 https://www.oneplusone.org.uk/

- Led UX and product management for OnePlusOne's "Separating Better" app launch. Collaborated with management and stakeholders to define requirements, user personas, user journeys, and the roadmap. Authored the technical brief and coordinated with the development agency, ensuring a user-centric design.
- Discovered a major drop-off in the onboarding journey and oversaw optimisation efforts, improving conversion from 4% to 16% within the first two weeks.
- Boosted UX maturity in OPO, enhancing user-centric products. Led the UX strategy development, aligning with business goals. Conducted workshops and discovery sessions to streamline processes and improve team efficiency.
- I have developed and implemented detailed product strategy, documentation, and roadmaps to guide the development and market launch of our latest product Relational Leaders. This required conducting market research, identifying user needs, and aligning product features with business goals to ensure successful product introduction and sustained growth.

Webmaster
SunLife

📅 08/2021 - 04/2022 📍 Bristol
🔗 https://www.sunlife.co.uk/

- As the UX and Frontend Lead for the customer login area, I ensured a seamless and intuitive user experience. I directed the creation and implementation of comprehensive tests to enhance user experience throughout the site and worked closely with the development agency in agile sprints, taking on a leadership role in frontend tasks.
- Furthermore, I worked continuously to streamline the code base, enhance site performance, and improve accessibility. Additionally, I maintained leadership in technical SEO strategies to optimise site visibility and ranking.
- **Conversion Optimisation:** Achieved a 12% increase in CTR and a 7% improvement in conversion through targeted UX improvements and A/B testing.
- **Innovative Design:** Designed and implemented a mega menu, leading to a 16% increase in conversions.
- **Performance Enhancement:** Collaborated on a new code base to reduce redundancy and enhance page performance, achieving an average load time of 3.47 seconds.
- **SEO & AMP Development:** Directed the creation and maintenance of AMP pages, significantly improving page speed and search rankings.

Digital Delivery Executive and Frontend lead
SunLife

📅 05/2020 - 08/2021 📍 Bristol
🔗 https://www.sunlife.co.uk/

- Worked together with our development agency in agile sprints, leading select frontend tasks. Streamlined our code base to enhance site performance and speed.
- Additionally, I supervised initiatives to improve site accessibility, achieving WCAG level AA compliance.
- **UX & Frontend Development:** Oversaw the design and frontend development of the new quote and apply journey, significantly improving accessibility and performance metrics.
- **Site Migration:** Co-managed the seamless migration of the site with minimal downtime and no data loss.
- **Technical SEO:** Implemented schema markup, achieving rich snippets and improved search result rankings.
- **AMP Pages:** Developed AMP pages for key products, resulting in improved page speed and conversion rates.

SKILLS

Product

Agile Development

Agile Methodologies   Atlassian

Business Strategy

Competitor Analysis   Confluence

Content Strategy   Continuous Delivery

Customer Segmentation

Due Diligence   Ecommerce   Jira

Kanban   Product Management

Product Ownership

Product Roadmaps   Product Strategy

Project Management Tools   Scrum

Sprint planning

Stakeholder Engagement

Stakeholder Management

Strategic Planning

Technical

APIs   Artificial Intelligence

Bootstrap   CMS   CSS   Excel

Front-end   Git   GitHub   Html5

JavaScript   JQuery   Mobile Apps

NPM   Python   Webflow   Zoom

Marketing

Paid media   PPC   SEO

Technical SEO

EXPERIENCE

Digital Delivery Executive

SunLife

📅 04/2015 - 05/2020 📍 Bristol

- I was part of the team developing SunLife's SEO strategy, serving as the technical lead to improve site metadata, implement Schema.org, and enhance the source structure. I contributed to the comprehensive redesign of the site, focusing on UX, accessibility, SEO, and performance, starting with the core product pages and the homepage.
- Not only that, but I co-led the second site redesign and the upkeep of our living style guide, which required proficiency in Git, GitHub, and NPM.
- Collaborated with the performance team to analyse data, identify testing opportunities and improve customer experience; worked with marketing to enhance the website and meet sales targets.
- Led digital support for product teams and managed domain migration to sunlife.co.uk.
- My technical skills include Bootstrap, HTML5, CSS3, SASS, and practical knowledge of JavaScript and jQuery, along with competence in Photoshop and Illustrator. I managed the creation of landing pages for social, PPC, and offline activities, managed Google Tag Manager, supported social media channels, and handled online brand governance.
- **SEO Strategy Development:** Part of the team developing and implementing SEO strategies, including metadata improvements and schema.org markup.
- **Site Redesign:** Guided the redesign of the site, enhancing UX, accessibility, SEO, and performance.
- **Living Style Guide:** Supervised the upkeep and development of the living style guide, using Git, GitHub, and NPM.
- **Data Analysis:** Analysed customer interaction data to identify insights and testing opportunities.

Web Executive

Axa uk

📅 08/2013 - 03/2015 📍 Bristol/London

🔗 https:www.axa.co.uk

- **Online Brand Governance:** Managed content and governance for AXA's digital properties, ensuring compliance with SEO and brand standards.
- **Responsive Design Implementation:** Managed the transition to a responsive site for mobile and tablet, enhancing user experience.

Data Entry and Administrative Assistant

ByBox

📅 07/2012 - 07/2013 📍 Coventry

EDUCATION

AI Product Management

Coursera and Duke University

📅 05/2024 - Present 📍 Online

- The intricacies of machine learning
- The challenges of modelling and strategies to overcome them
- Identifying the primary algorithms used for common ML tasks and their use cases
- Deep learning and its strengths and challenges relative to other forms of machine learning
- How to implement best practices in evaluating and interpreting ML models

SKILLS

Design

Adobe Photoshop	Adobe XD
Design Thinking	Digital Design
Experience Design	Figma
Interface Design	Mockups
Storyboards	UI Design
Website Design	
Wireframes/Wireframing	

STRENGTHS

🏅 **Collaboration**

🏅 **Communication**

🏅 **People management**

🏅 **Problem solving**

KEY ACHIEVEMENTS

🏆 **Delivering Separating better app**

Taking this project from ideation to delivery and it being the first app I had worked on meant a great deal. The timeline and budget were tight which meant planning was paramount to the success of the project.

FIND ME ONLINE

🌐 **LinkedIn**

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🌐 **Portfolio**

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INTERESTS

💎 **Attending the gym**

💎 **Brazilian ju-jitsu**

EDUCATION

B.Sc. (Hons) Psychology and Forensic Science

University of the West of England

📅 06/2012 - 06/2012   📍 Bristol

- ICT module as part of degree
- Developed report writing, research, data analysis and analytical skills
- Modules in cognitive behaviour and how we process information

INTERESTS

- 💎 **Brewing beer**
- 💎 **Climbing**
- 💎 **Family**
- 💎 **Music**
- 💎 **Reading**
- 💎 **Rugby**
- 💎 **Skiing/snowboarding**
- 💎 **Traveling**

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