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Portfolio

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Watches of Switzerland Group



Hallam Agency — Client Highlights



Lightbox on checkout logo

Identifying the problem

Through analysis of Contentsquare and Google Analytics data, I **identified** a significant issue within the e-commerce checkout process: **a high bounce rate** triggered by users **clicking the store logo**. This indicated a potential usability or trust problem diverting customers from completing their purchases.

The purpose

To address the identified high bounce rate within the e-commerce checkout, triggered by logo clicks, I **implemented a split 50-50 A/B** test lightbox message pop-up. This **aimed to provide users with a clear choice**: proceed to checkout or return to the homepage. By offering this prompt, the project **sought to reduce abandonment** and **improve conversion rates** by directly addressing the user’s potential hesitation.

CAMPAIGN DURATION

2nd July 2021 – 3rd August 2021 (28 days)

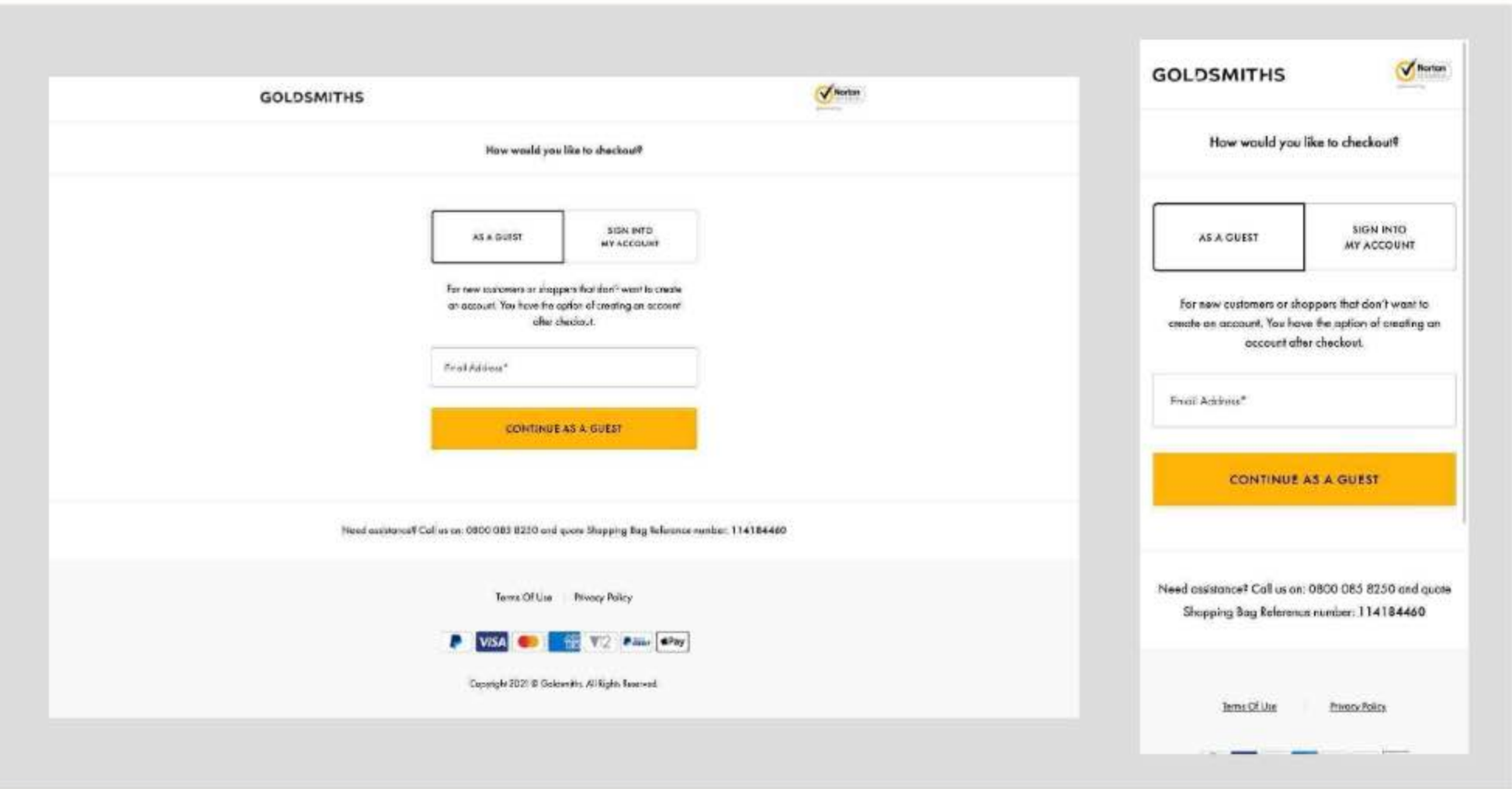
KPI

The success of this campaign was based on by measuring:

1. Cart abandonment
2. Conversion rate
3. Bounce rate

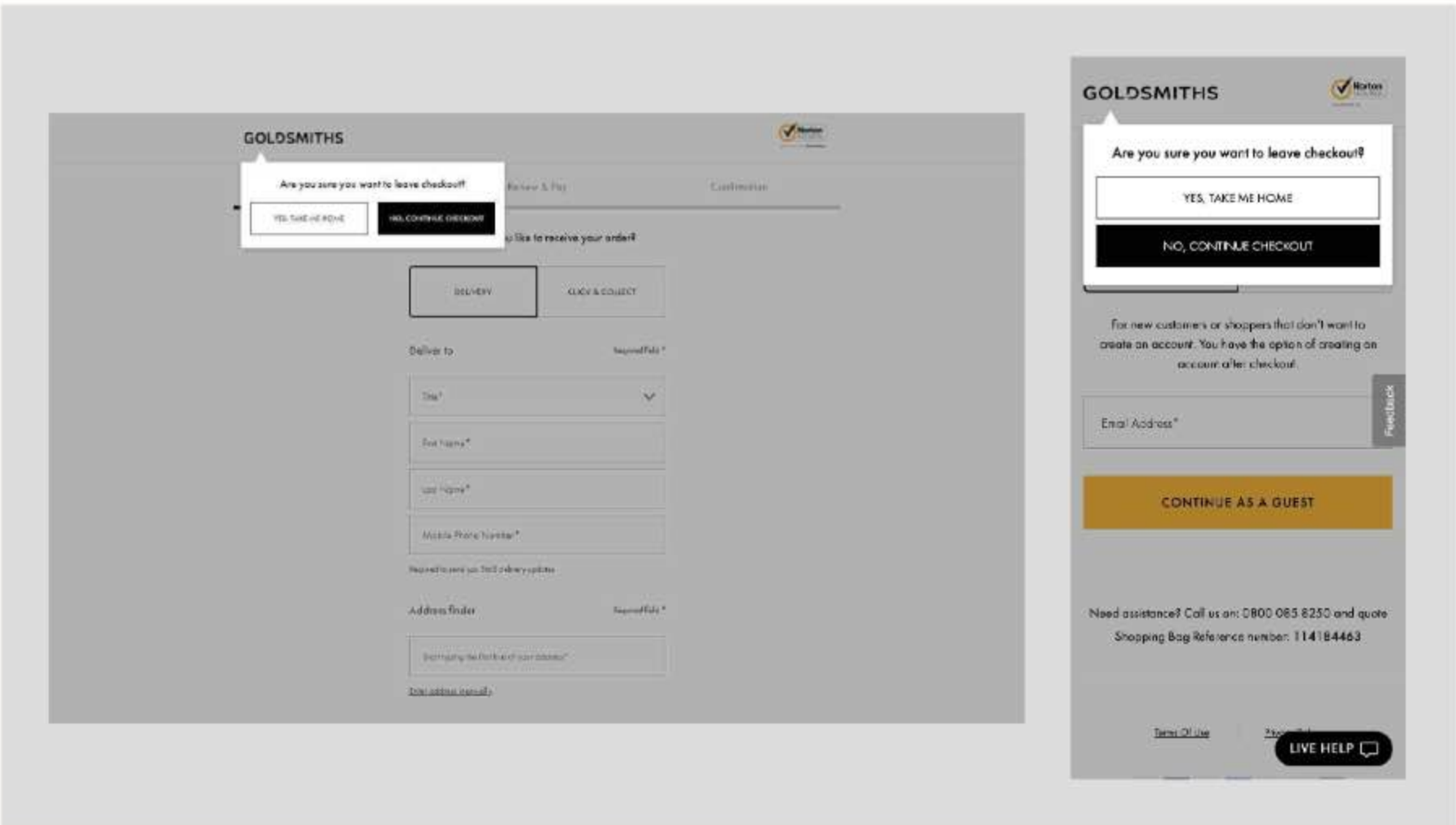
Default A — Control design

Logo click redirects user to homepage (no message)



Variant B — Experiment design

Logo click fires lightbox message



Lightbox on checkout logo

Results

- The campaign was **served to 30,151 sessions, 68.4%** of whom were on **mobile devices**.
- The reduction in cart abandonment was driven by users on **mobile devices**.
- The variant had a **reduction in bounce rate by 3.1%**.
- The variant had a significant **reduction in cart abandonment by 1.6%**.
- The variant had a significant **uplift in conversion rate by 4.4%**.

CONCLUSION

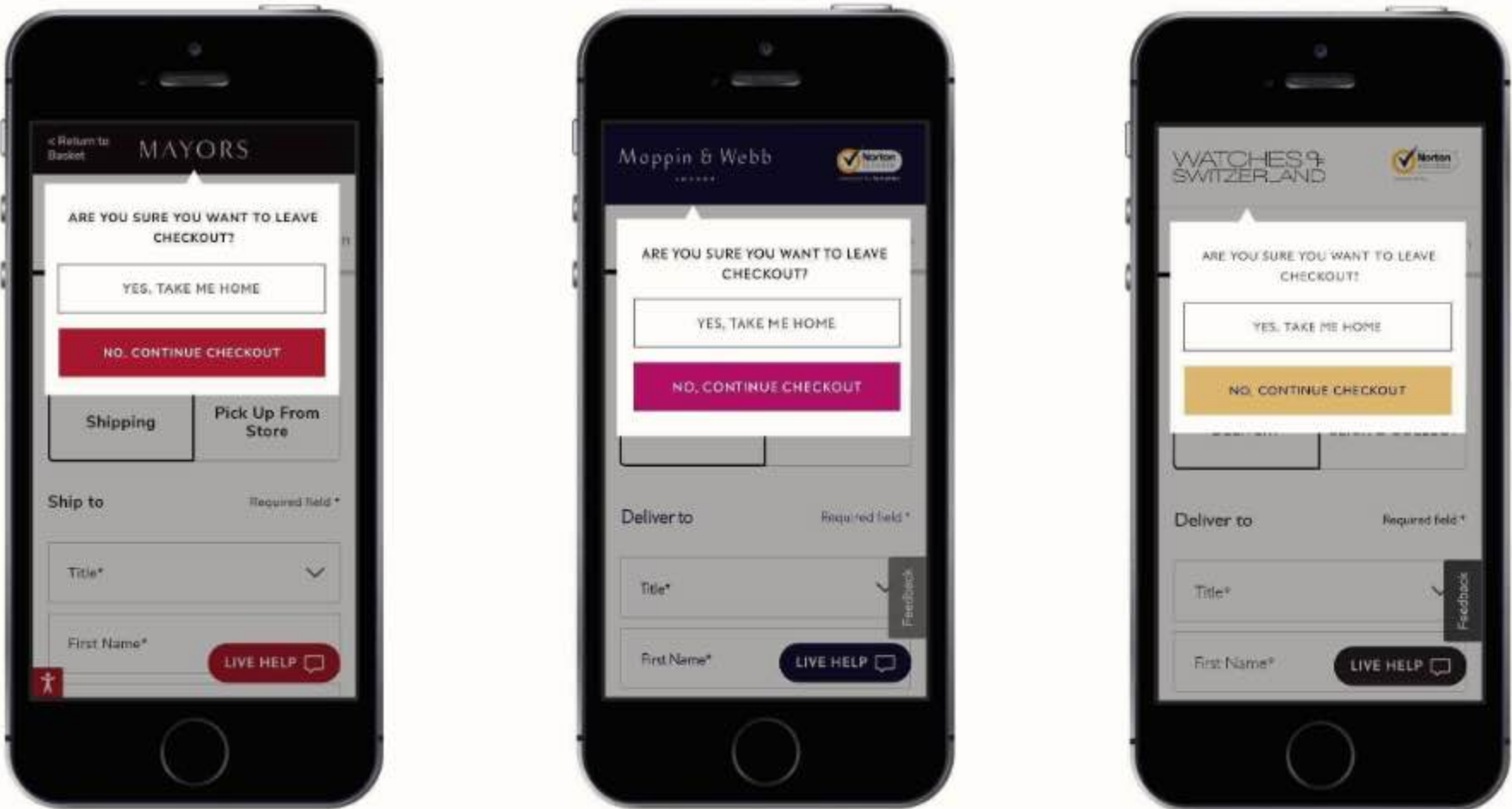
Displaying a lightbox confirmation message if a user attempts to leave the checkout journey reduces the cart abandonment rate

The **variant encouraged users to complete** the checkout journey, **by showing a lightbox** with a message that encourages them **to stay** when they attempt to exit the checkout. This is shown by the significant **reduction in cart abandonment by 1.6%**.

If the winning variant was served to **100% of users** there would be roughly on estimate a **further reduction of 210 cart abandonments** over a 30 day period.

Next steps

Based on the experiment's success, I made the decision to roll it out to 100% of applicable users on Goldsmiths. Subsequently, I directed the UI styling, functionality, and logic development for deployment across Watches of Switzerland, Mappin & Webb, and Mayors, ensuring a consistent experience for all users.



Displaying a percentage and monetary value saved on sale items

Identifying the problem

I **identified a problem** within the sale category: users were not being clearly shown the value of their savings. I **observed that this missed opportunity** could be impacting add-to-bag rates. To address this, I **proposed showcasing the percentage off and money saved**, hoping that this would **directly influence user behaviour** by showing visible savings and increasing their likelihood to purchase.

The purpose

The purpose of this test was to address the identified issue of low add-to-bag rates within the sale category. By implementing a clear display of percentage off and monetary savings via a **33/33/33 A/B/C UX/UI test**, I aimed to enhance the perceived value for users, ultimately driving an increase in purchase intent and conversion rates.

- Variant A — Default (no savings shown)
- Variant B — Savings shown in red font
- Variant C — Savings shown in black font

CAMPAIGN DURATION

2nd July 2021 – 3rd August 2021 (28 days)

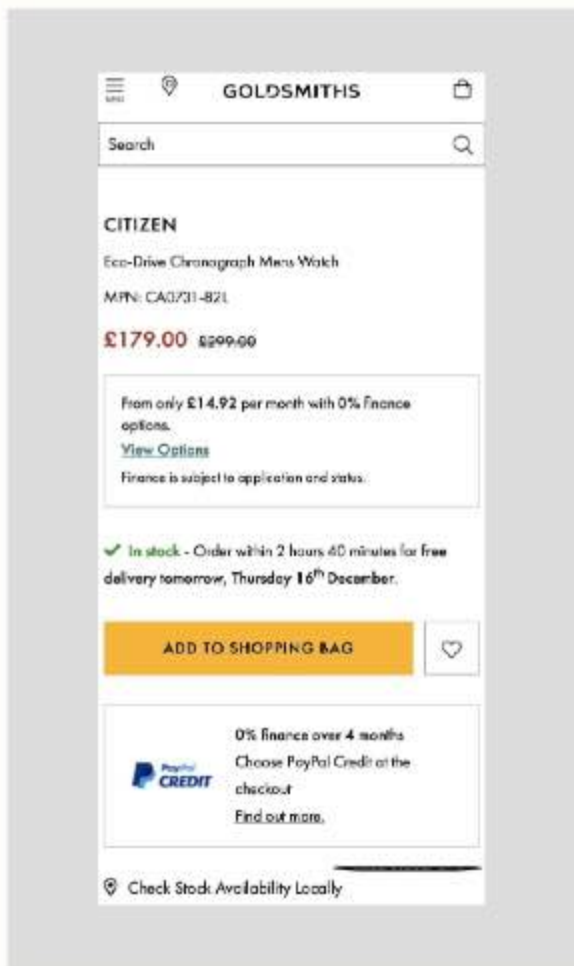
KPI

The success of this campaign was based on by measuring:

1. Add to bag
2. Conversion rate

Variant A

No value shown - control



Variant B

Savings shown in red



Variant C

Savings shown in black



Displaying a percentage and monetary value saved on sale items

Results

- The campaign was **served to 212,884 sessions** on desktop and mobile devices.
- Variant B with the **red font** had a **significant uplift** in **add to bag** with a **+4.26% increase**.
- Variant C with the **black font** had **no impact** when compared to the default.

CONCLUSION

Displaying the percentage off and monetary value saved on sale products in a red font significantly increases add to bag rate

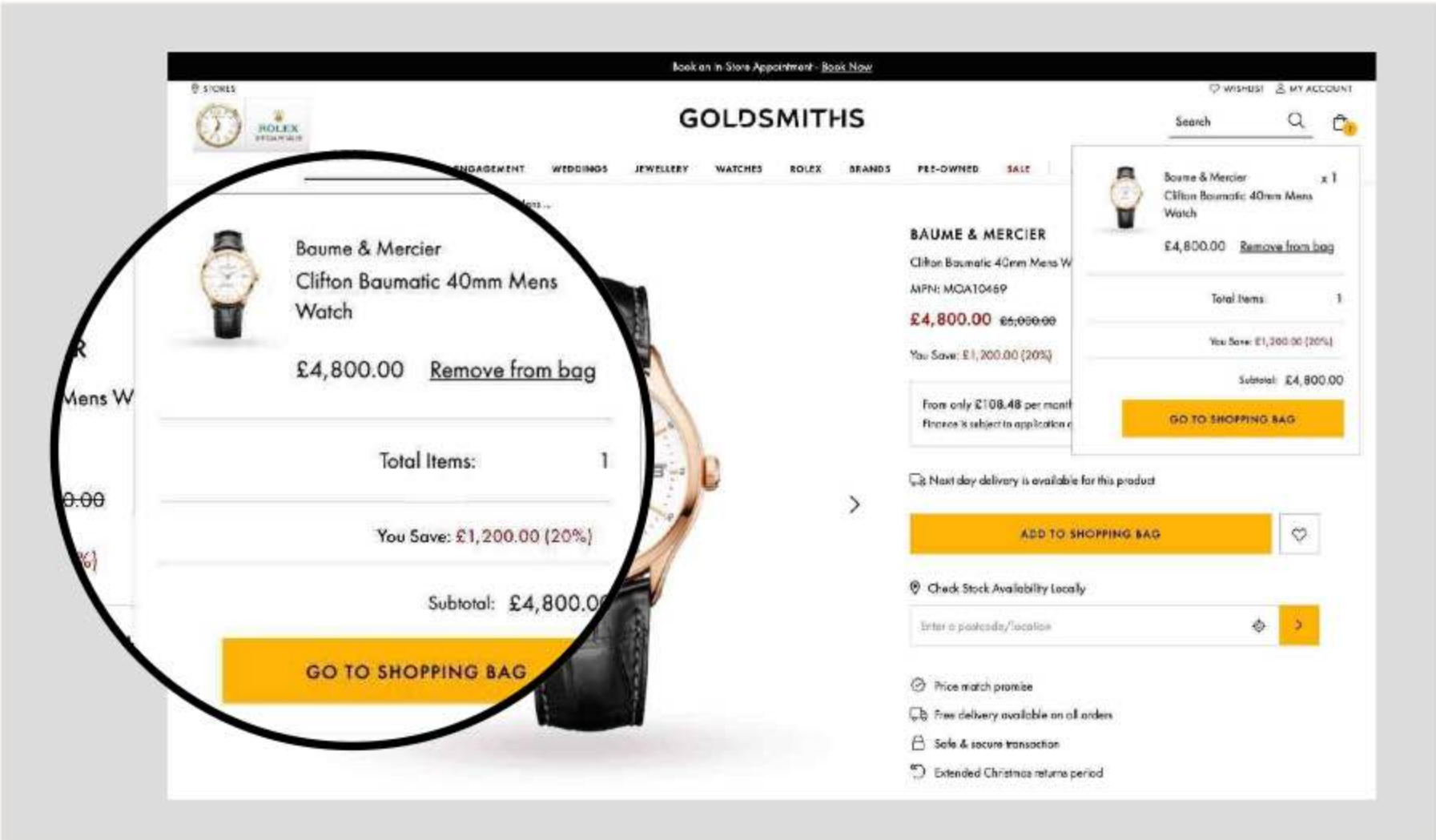
Whilst **variant C (black font)** had **no impact** on users adding products to their bag, **variant B (red font)** **significantly increased add to bag**. I believed this could be **due to the black font fading into the page** with the other text, whereas the **red colour matches the red sale price** and would appear clearer on the page to the user by association.

If the winning **variant B (red)** was served to **100% of users** I **estimated** that there would be an **increase of 401 add to bags** over 30 days. I then recommended serving this to 100% of applicable users.

Next steps

Following the marginally significant uplift in new user conversion, I recommended expanding the visibility of savings throughout the main website touch points where product is shown and during the checkout funnel. I proposed adding the monetary savings amount at each step, believing this would further incentivise users and drive a measurable increase in checkout conversion.

- There was also a **-29.9% reduction** in **bounce rate** on the PDP.
- Variant B had a marginally significant **uplift in revenue per session** by **9.2%**. This translated to a marginally significant **+6.4% uplift in new user conversion**.



New product recommendation strategy

Identifying the problem

I identified a **potential optimisation opportunity** on product detail pages: while recommendations positively impact add-to-cart and revenue, the **current 100% display rate lacked** strategic variation. To address this, **I proposed testing** different recommendation strategies, starting with the following:

- Variant A. PDP — Brand / Recipient / In Stock / Price
- Variant B. PDP — Brand / Recipient / In Stock / Price / Strap

The purpose

The purpose of this **50/50 A/B test** is due to the fact **I've identified a significant opportunity** to boost product detail page performance. Simply showing them to everyone isn't maximising their potential. By testing different recommendation strategies as mentioned above, **I aimed to uncover the most effective approach**, ultimately **creating** a more personalised shopping experience that translates into **higher conversion rates** and increased revenue.

CAMPAIGN DURATION

26 October 26th 2021 – 30 November 2021 (35 days)

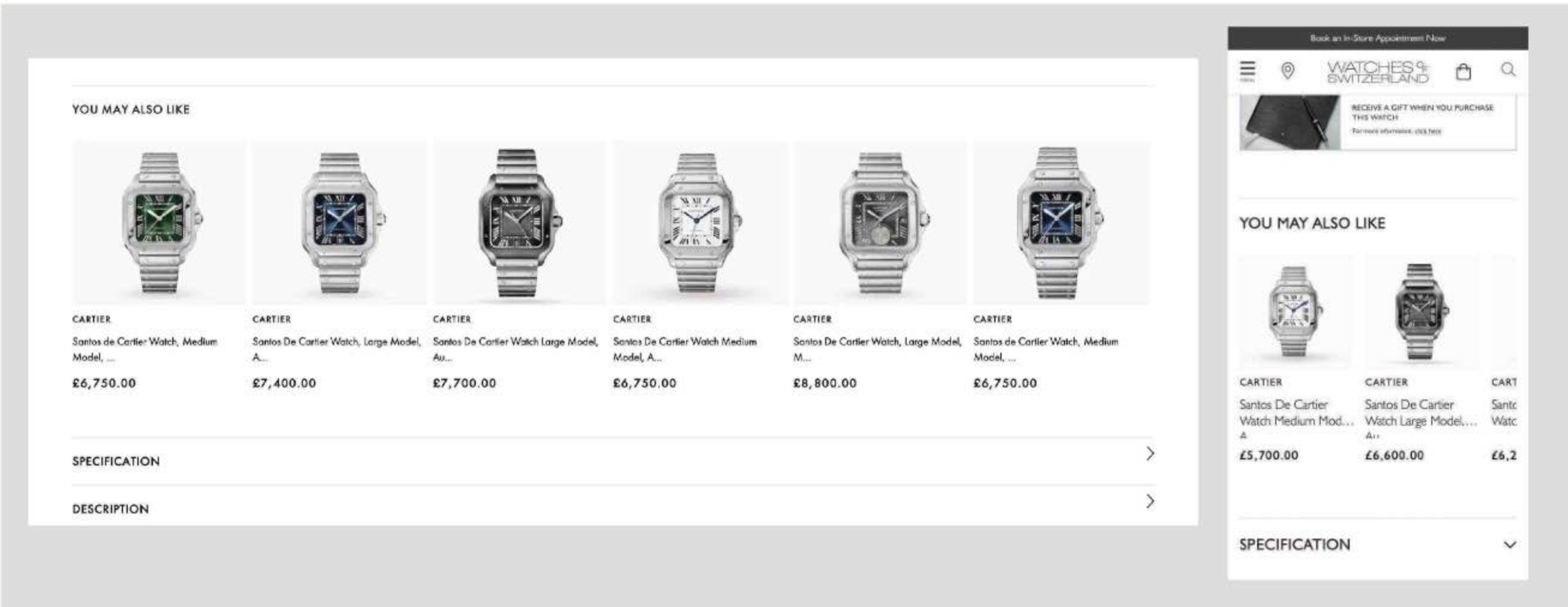
KPI

The success of this campaign was based on by measuring:

1. Clicks on product recommendations
2. Add to cart
3. Bounce rate
4. Overall revenue

Design strategy

Products shown below were dependent on their recommendation strategy (strap type), for example.



New product recommendation strategy

Results

- The campaign was **served to 449,255 sessions**, **72.1%** of whom were on **mobile devices**.
- Variant B (which showed recommendations with a similar strap style) had a statistically **significant uplift** in **add to cart +22.7%**.
- Variant B (with similar strap) had a **significant uplift** in **clicks** by **+15.4%**.
- Variant B had a **reduction in bounce** rate by **1.5%**.
- The uplift in add to bag translated into **overall revenue** where variant B had an uplift of **+24.18%** totalling **£492,485**. Compared to variant A at **£396,583**.

CONCLUSION

Variant B showed that visitors were more likely to click on recommended products, and add them to their basket when the strap type was the same as the product that they were viewing.

If the winning variant was **served to 100% of users** there would be roughly a further **addition of 107 items added to cart** over a **30 day period**. I therefore started to serve Variant B to 100% of applicable users.

Next steps

To maximize recommendation effectiveness, I proposed a strategic focus on attribute-driven personalisation. This plan included rolling out tailored solutions across all brands, including Goldsmiths, Mappin & Webb, Mayors, and Watches of Switzerland, considering their distinct product focuses — such as jewellery (rings, diamonds, bracelets, necklaces etc).

Additional e-commerce projects completed

Designs & discussions on request

- Brand new component based design system for all five e-commerce sites
- Paid search PPC PDP template change
- Live consultation UX/UI design (Luxury boutique service)
- Low stock urgency messaging
- Added to basket interstitial
- PDP store stock checker — redesigned UX/UI project
- PDP thumbnails gallery
- PDP description area redesign — UX/UI project
- One page checkout vs multi step checkout A/B test
- Apple Pay & Klarna integration into checkout
- Facets/filter reorganising for watches and jewellery
- Horizontal filters vs vertical for desktop
- Trustpilot badging test
- Visual subcategories on PLP template
- Horizontal filters on PLP template
- Homepage recommendations
- New site search UX/UI enhancements via new search provider
- 404 page & empty bag recommendations
- Calibre/Loop Magazine integration
- New end to end checkout process
- Interest free credit callout in basket
- Bespoke content landing page designs for product launches for Cartier & TAG Heuer
- New store finder & store details pages
- New checkout redesign and experience - whole overhaul
- Sticky filters for desktop and mobile
- PDP redesign for desktop

The problem

Nottingham Girls' High School faces the problem that public perception paints it, along with other private institutions, as condescending, outdated, and exclusionary, hindering its ability to attract a diverse student body and remain relevant in a modern educational landscape.

The purpose

The school sought to challenge traditional stereotypes of girls' schools, aiming to showcase their true identity as an inclusive, progressive, and forward-thinking independent day school, reflecting their core values.

My role

My role within this project was to create the new photography direction and moodboards to take on location with a hired photographer to shoot for the day. Back in the studio, I was responsible for the UX wireframes and the UI design of the project. During the process, I worked closely with front end developers, from start to finish, reducing as many bottlenecks as possible with the build.

Understanding the clients' user demographic

My user research for this project was leveraged by my experience as a student at a nearby co-educational school, allowing me to understand the diverse profiles of prospective parents and their demographics. A key persona that came to life from a UX workshop with the client was:

"Janine is a mother of two and has been happily married to her wife. They are relocating to the area for Janine's new job as the MD of a large local business. Janine and Sarah both went to private schools, and have family wealth behind them to support their daughters through whatever education they need to."

Successes, obstacles & failures

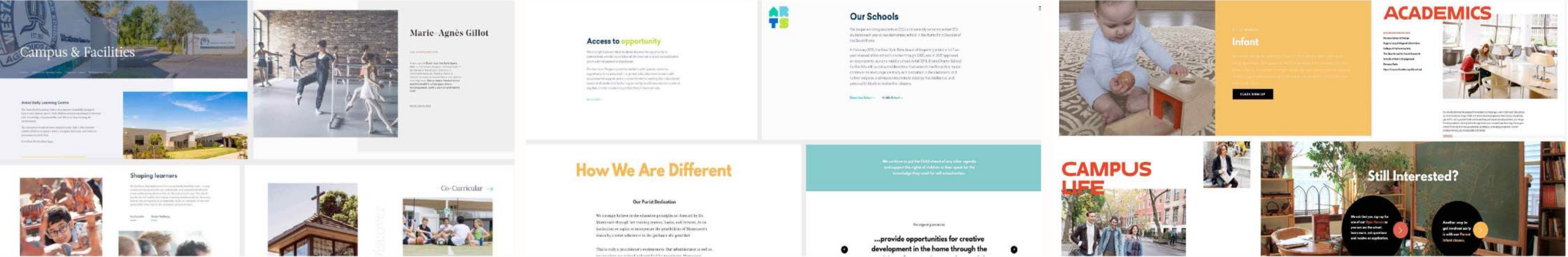
I'm proud that this project was delivered successfully, on time, and within budget, thanks to a lean development process. The client expressed their satisfaction with the final product, praising its modern, clean design, cross-device usability, intuitive backend management, and alignment with their new strategic direction. The on-site photoshoot presented challenges. I faced scheduling conflicts due to the exam period, which limited student and teacher availability. Additionally, I had to navigate the school's timetable and adapt to intermittent rain, requiring flexible adjustments.

Nottingham Girls' High School



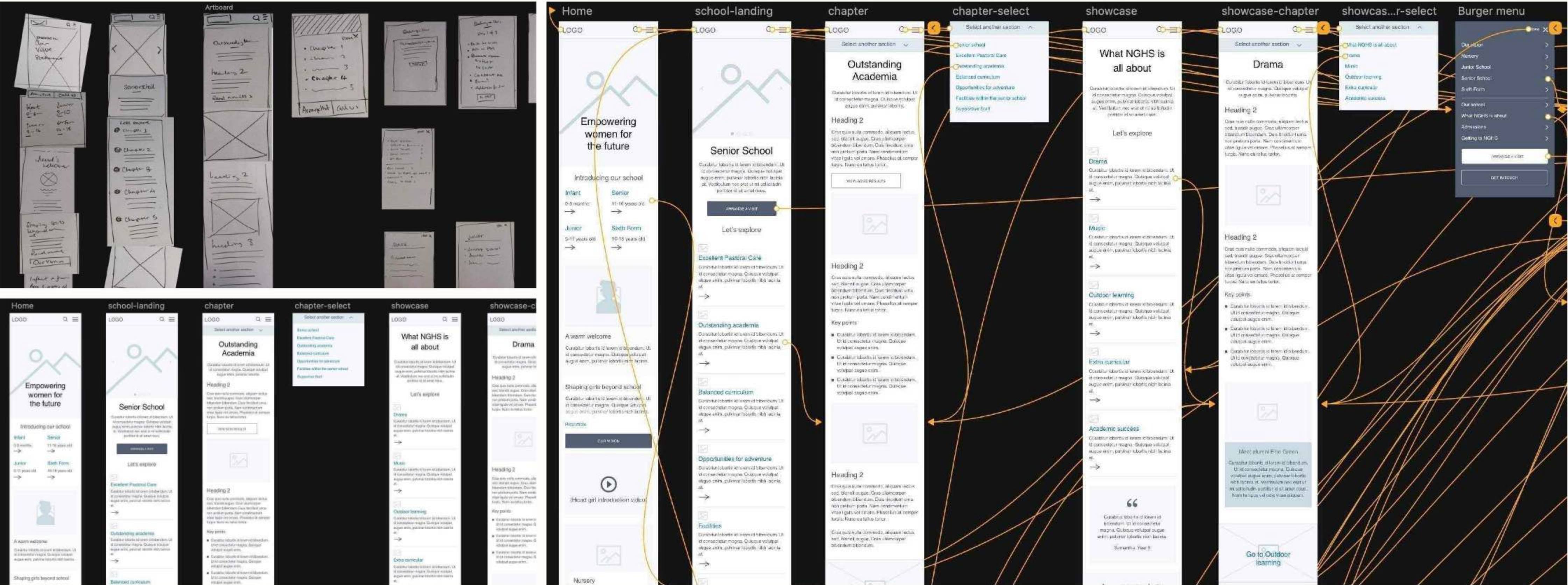
Creative research

I sought to create a clean, modern aesthetic with a slight editorial feel with a sophisticated touch, while ensuring it remained grounded in the school's core values and historical heritage.



UX wireframe & prototype

I provided the client with an interactive wireframe for them to use as an initial prototype to click through, along with initial sketches from the UX workshop. This demonstrated my proficiency in complex wireframing and prototyping using Figma.



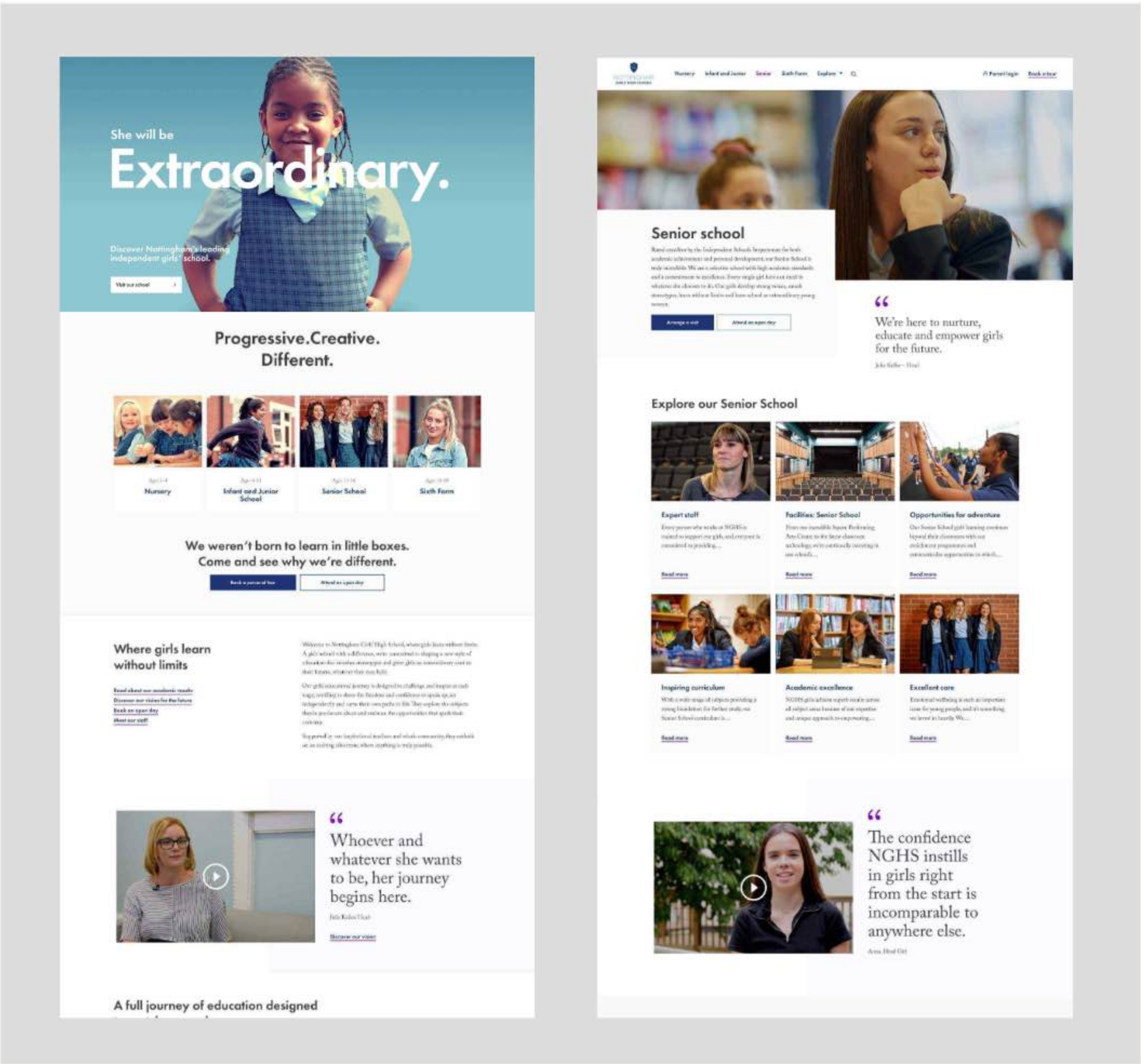
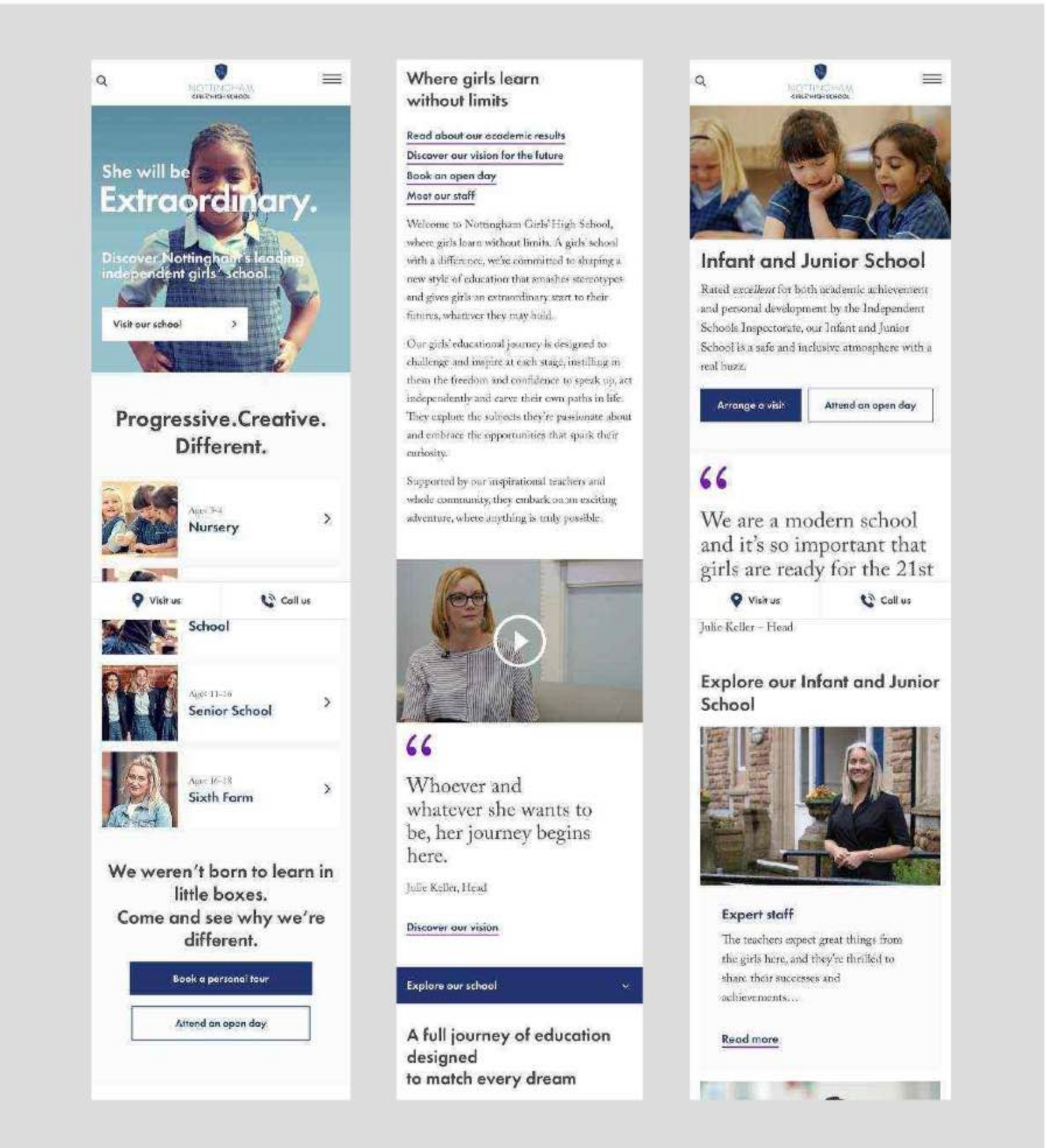
Nottingham Girls' High School



nottinghamgirlshigh.gdst.net

The outcome

I played a key role in developing a fully responsive website for Nottingham Girls' High School, designed to reshape prospective parents' perceptions. The site provides comprehensive information about the school and features a dedicated lead generation booking system to drive open day attendance and tour bookings.



The problem

The client's Swiss-hosted website was problematic due to the high costs associated with their Swiss agency's retainer and the difficult-to-use, outdated CMS.

The purpose

The client's purpose was to achieve a clearer, more accessible online presence through a WordPress migration. Information needed to be strategically prioritised so that product clarity was easy to understand over potentially confusing technical details, like the aerospace science behind the wheel.

My role

My role was to make the client's website more accessible and user-friendly by migrating it to WordPress. Although a near-identical replication wasn't technically possible, I prioritised a reskin that focused on clear product presentation and avoided complex technical details.

Understanding the clients' user demographic

This project required understanding the customer profile for high-performance bicycle wheels, a market segment that includes products priced up to £2,000 per pair. Spengle, a Swiss startup with roots in the 1970s, recently re-entered this market. A key persona I developed during the UX workshop was:

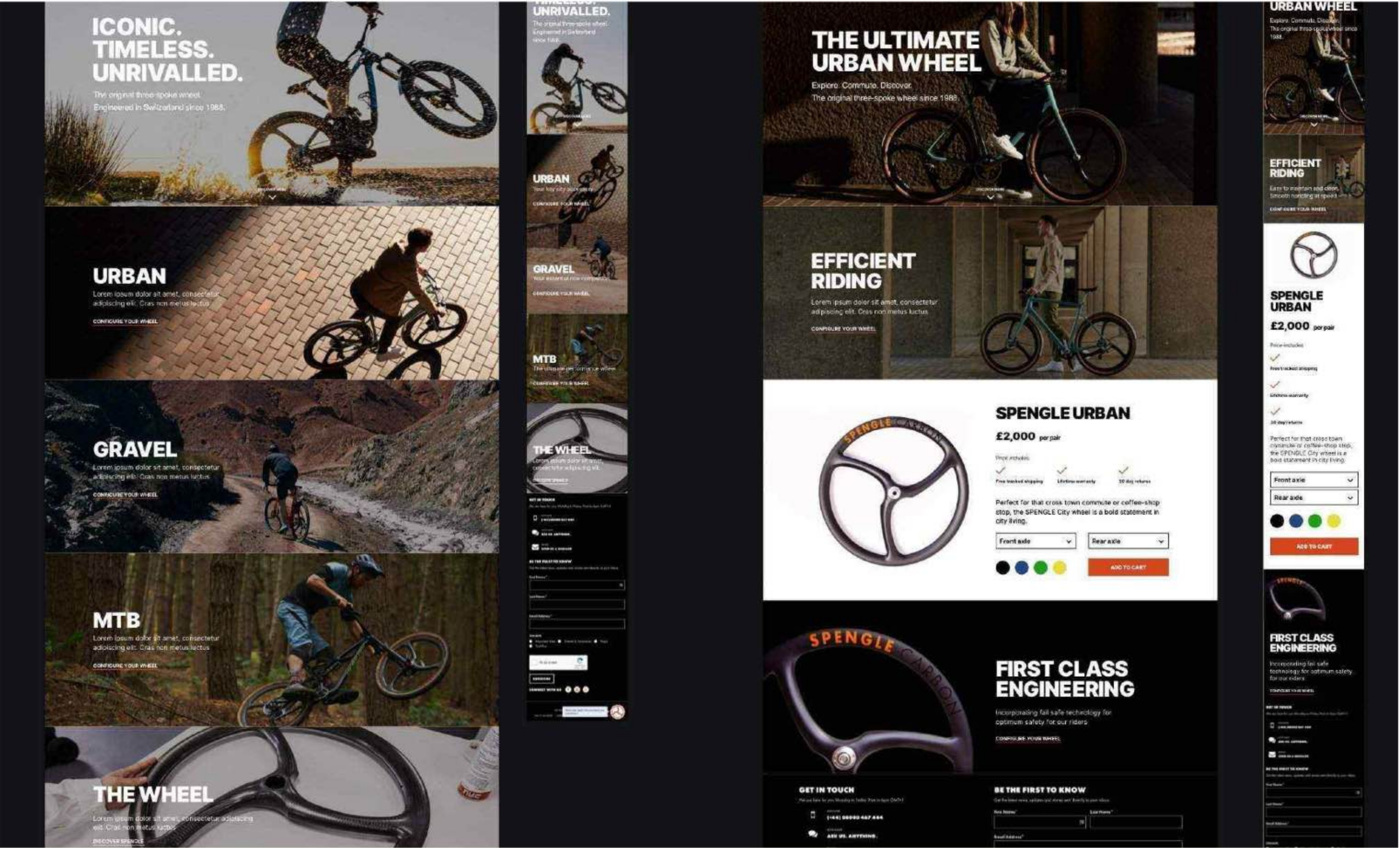
Jason — a keen cyclist with plenty of disposable income. Although he's serious about cycling, he's more interested in style and design than technical information. As a result, he doesn't know exactly which options to pick, so he needs some guidance.

Successes, obstacles & failures

Within six months of launching the redesigned homepage and product pages, I contributed to a 3% increase in sales across Spengle's product lines: mountain bike, gravel, and urban wheels. The client expressed significant satisfaction, especially considering the product's premium price point. I navigated challenges in aligning the client's expectations, which were influenced by aspirational references like BMW and Audi, with the project's budgetary and time constraints. This was addressed through my transparent communication and a phased approval process, ensuring realistic and achievable outcomes.

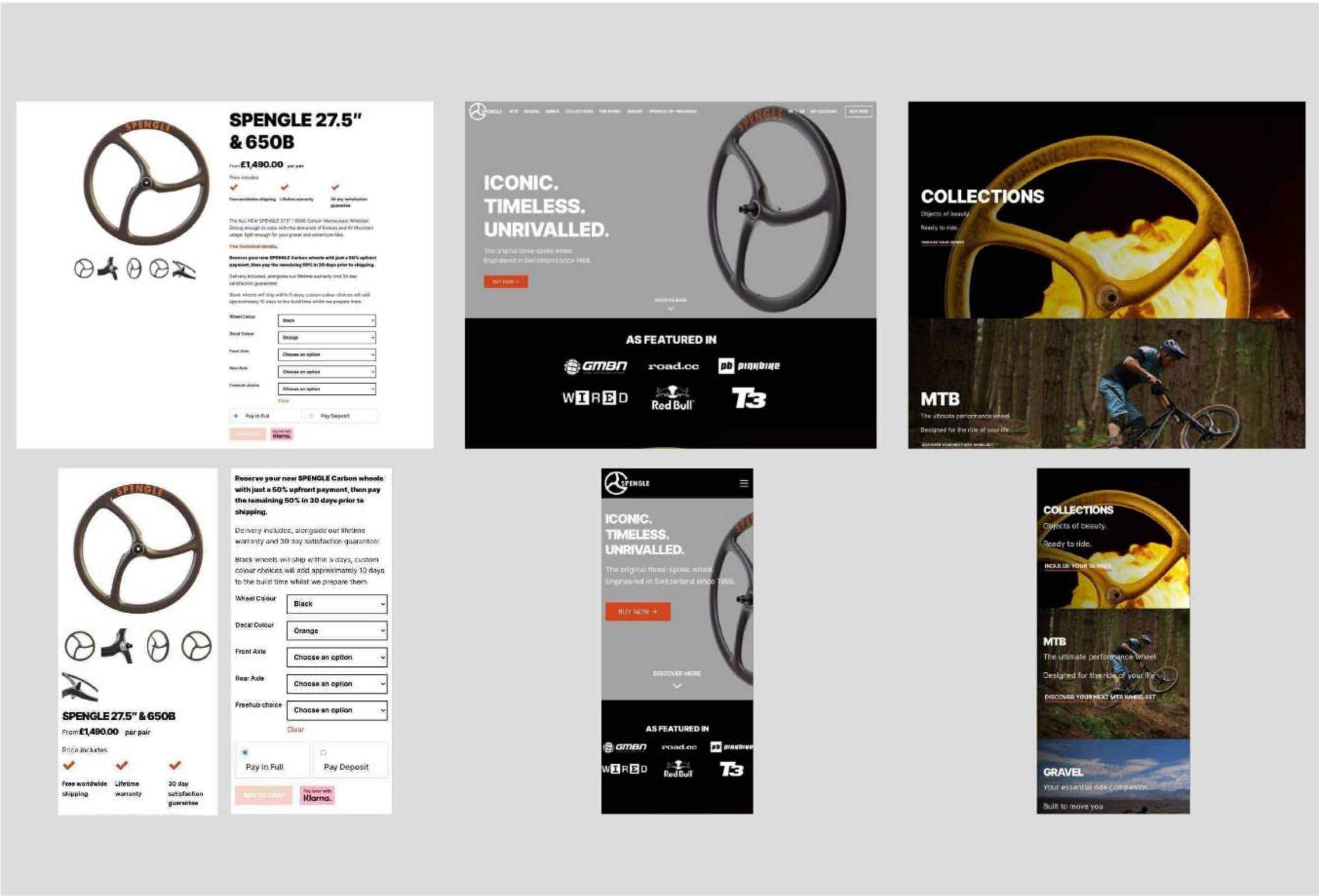
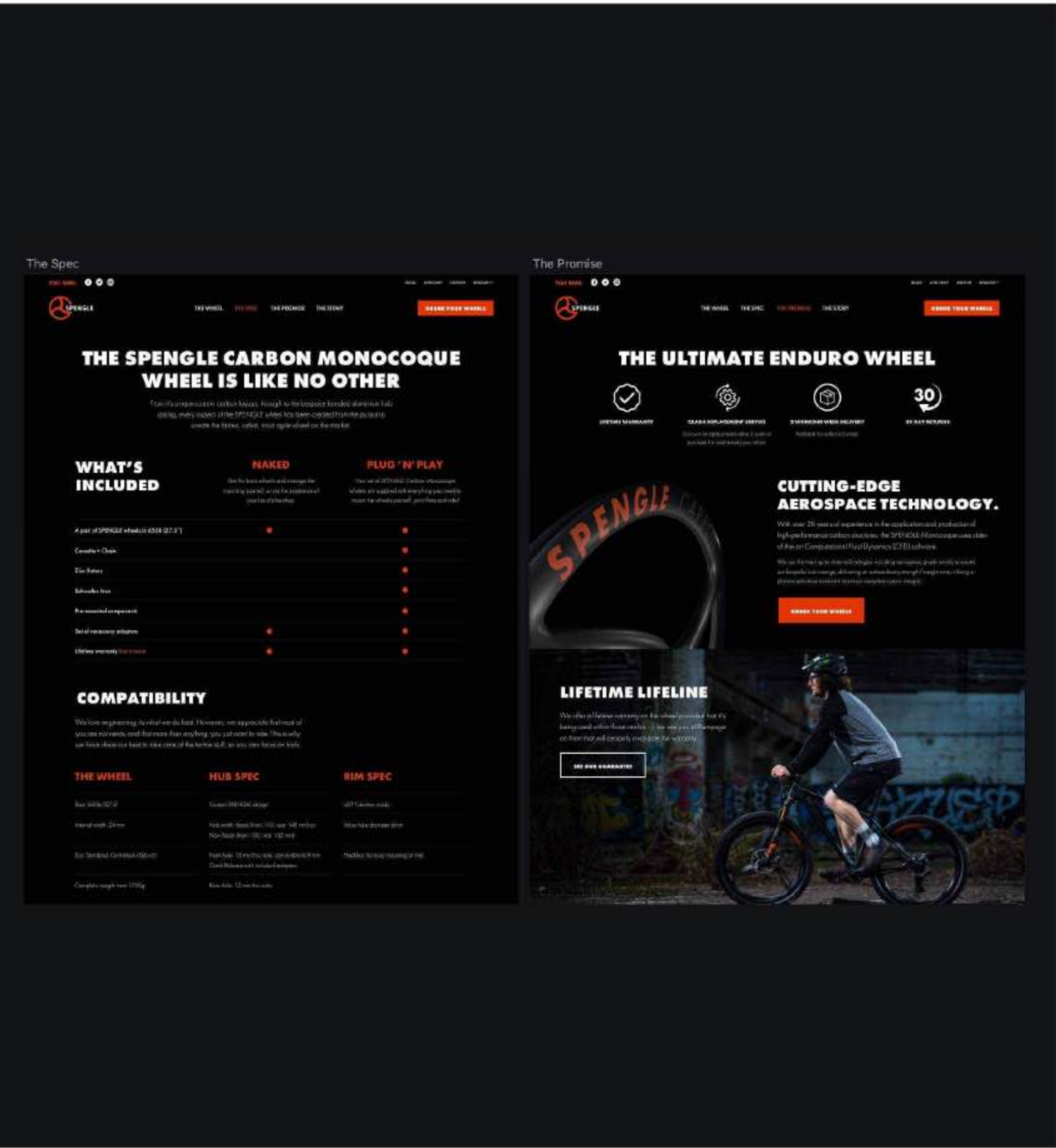
Design frames

I was able to streamline the design process significantly due to the client's provision of well-organised, high-quality assets. I strictly adhered to the brand guidelines regarding typography. Based on client-provided examples, I implemented a minor UX structural adjustment. Due to the clarity of the initial brief and the quality of the assets, and with stakeholder agreement, I deemed wireframing and prototyping unnecessary, which allowed for efficient, quick turnaround project delivery.



The outcome

I redesigned key customer journey templates, including the homepage and product details page, to simplify the complex purchase process that was causing significant user drop-off. By implementing WooCommerce functionality on product pages, I streamlined the information, clarified bike colour and decal options, and dramatically improved purchase completion rates.



The problem

Rational's UK market growth was stagnant. The existing brand failed to resonate with the target audience, and the website didn't accurately reflect their values. A new website overhaul was needed and a reimagining of their visual identity and messaging through photography and tone of voice.

The purpose

To propel growth within the UK market, the client wanted to launch a new chapter by modernising the Rational brand. This included updating the website to accurately reflect the values and resonate with their target audience, as well as reimagining the visual identity and key messaging via photography and tone of voice.

My role

I was responsible for the project's UX and UI design, and I also developed the photography brief. This brief directed an external photographer to capture product and lifestyle imagery at the Head Office showroom and various installation sites, ensuring consistent visual representation of Rational products.

Understanding the clients' user demographic

I led the discovery process during an intensive one-day UX workshop with the client, enabling me to rapidly define the core Rational customer segments. My data analysis revealed that aspirational homeowners and project builders were key, with approximately 40% being self-builders undertaking projects ranging from 5 to 100 houses annually. A key persona emerged:

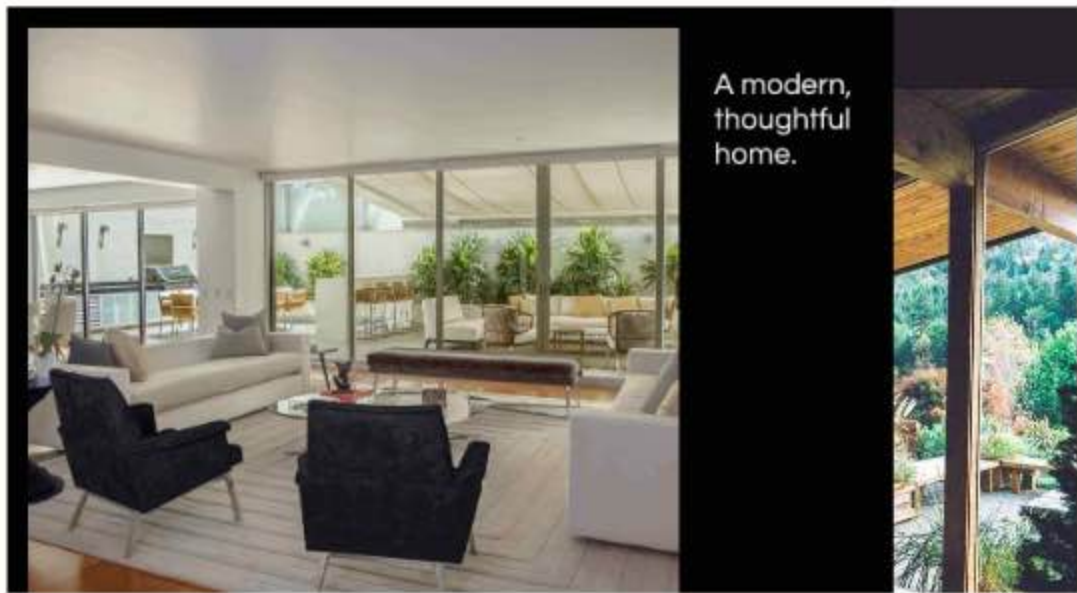
We want to deal with people who want to build proper homes for proper people, by this we mean self builders/renovators and those who aren't building 'standard' mass market homes.

Successes, obstacles & failures

Six months post-launch, client analytics revealed a significant 25% increase in interest from potential clients, buyers, and distributors, attributed to the new lead generation form. Despite this success, the project faced challenges. Securing client homes for photography proved difficult, resolved by showcasing the Managing Director's residence. Additionally, implementing a Swiss grid design required navigating CSS limitations to maintain functionality across devices.

Creative design research inspiration & application

My vision was to let the imagery drive the narrative for Rationel, moving away from dense, text-heavy content. I aimed to create visuals that resonated emotionally with potential buyers. The site's design aims to be clean, modern, and timeless, to consistently reflect and reinforce Rationel's core values.



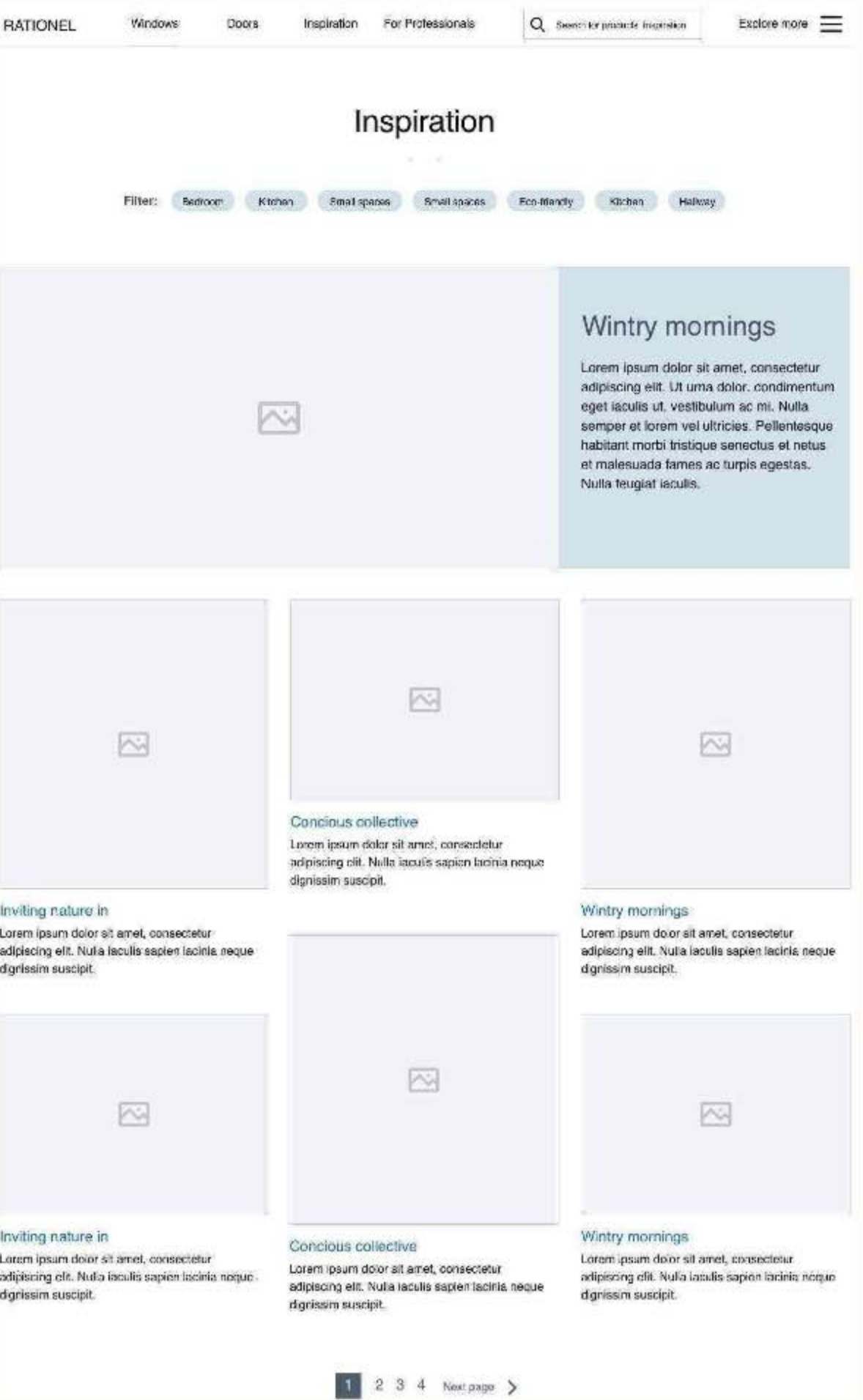
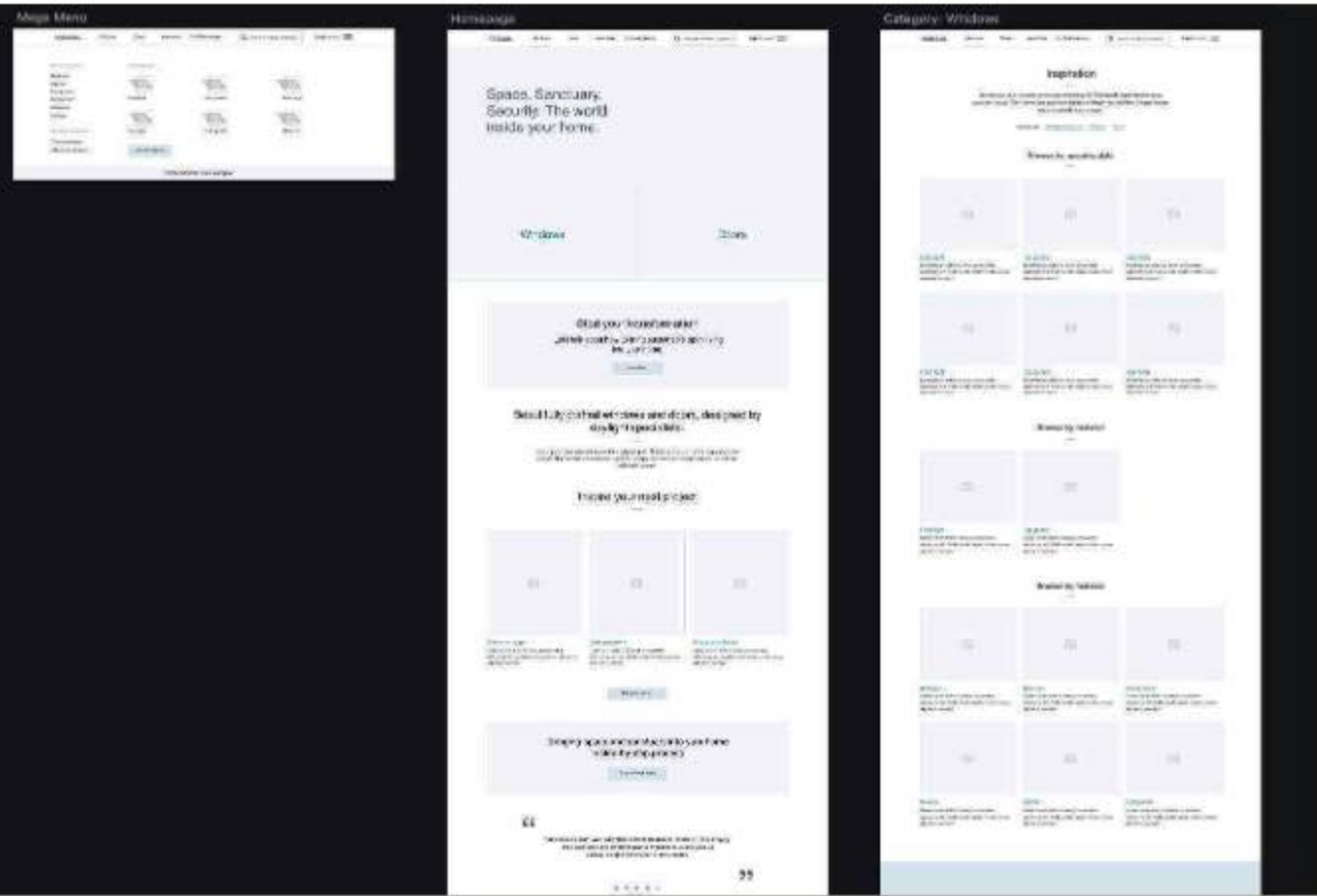
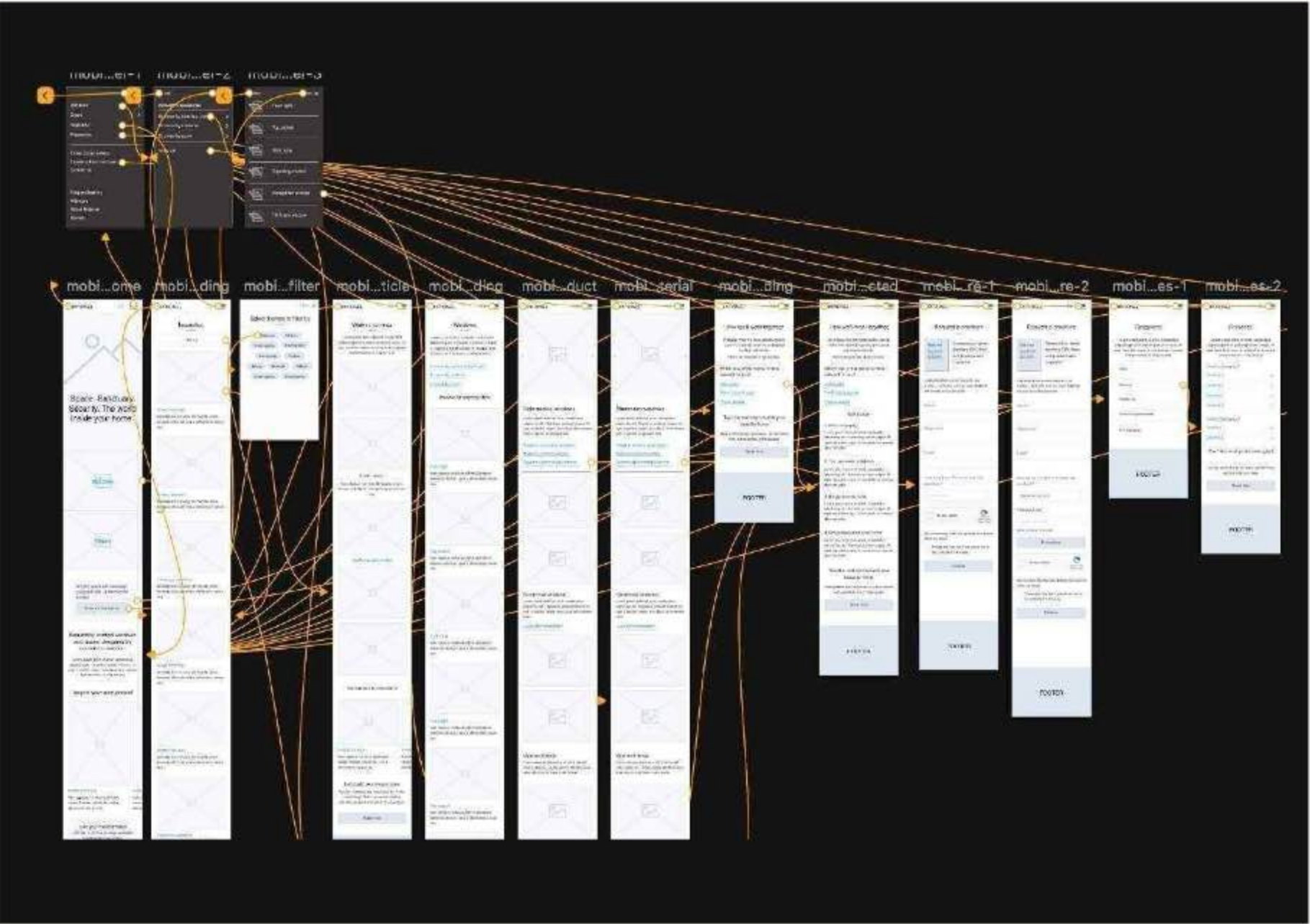
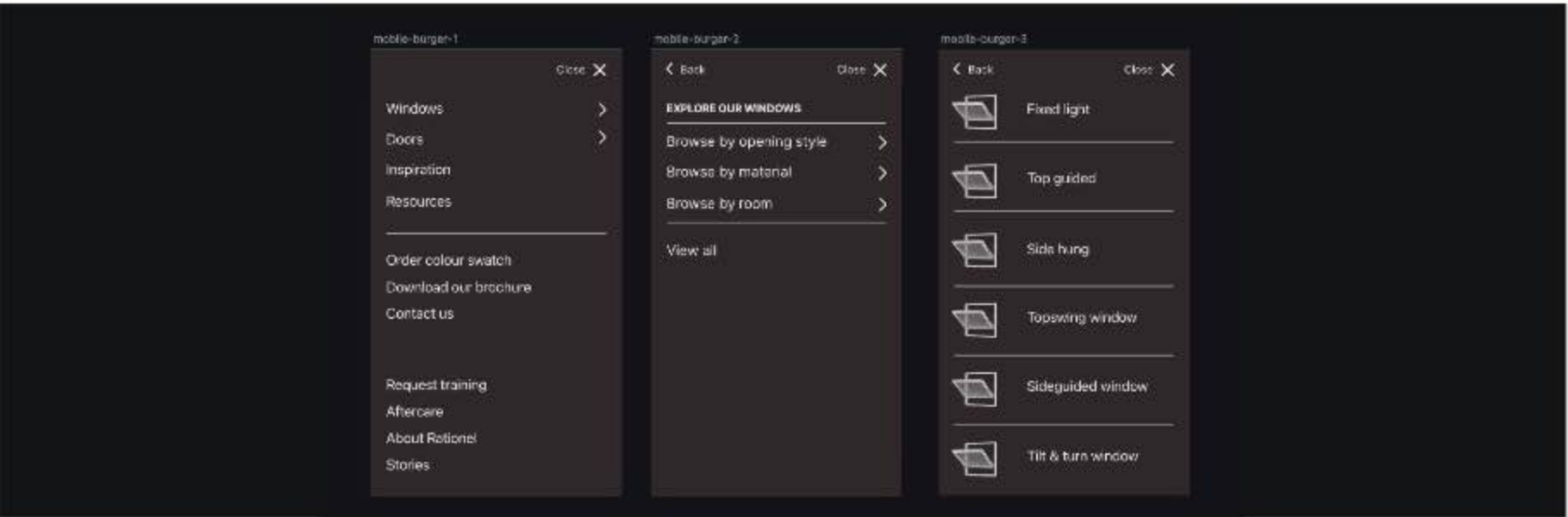
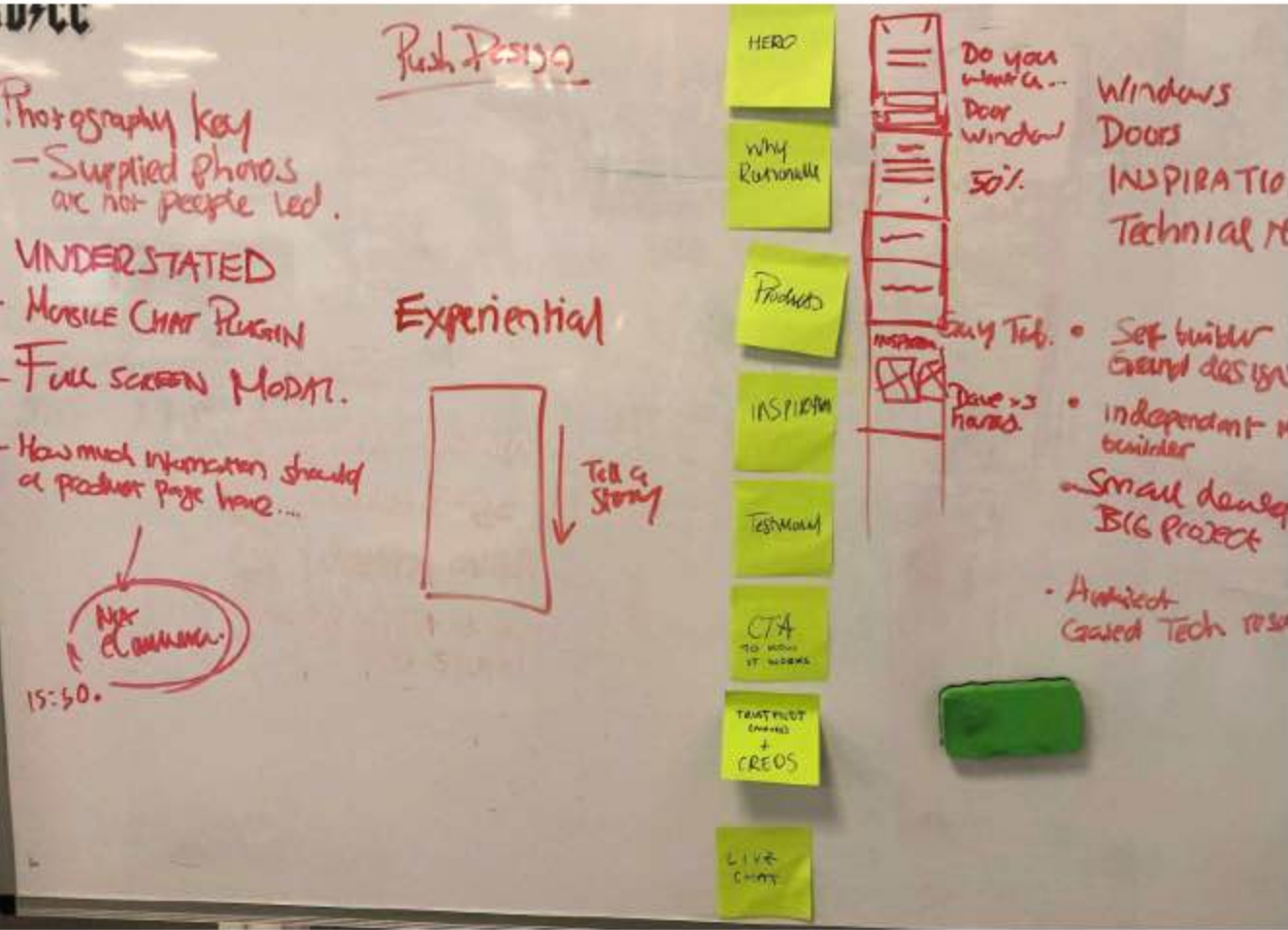
Creative design research inspiration & application

Photography direction for the agency photographer to go on location to capture Rationel products.



UX wireframe & prototype

I delivered low-fidelity wireframe screenshots and interactive prototypes in Figma, demonstrating user journeys. The client's immediate approval allowed for rapid progression to the next design phase.

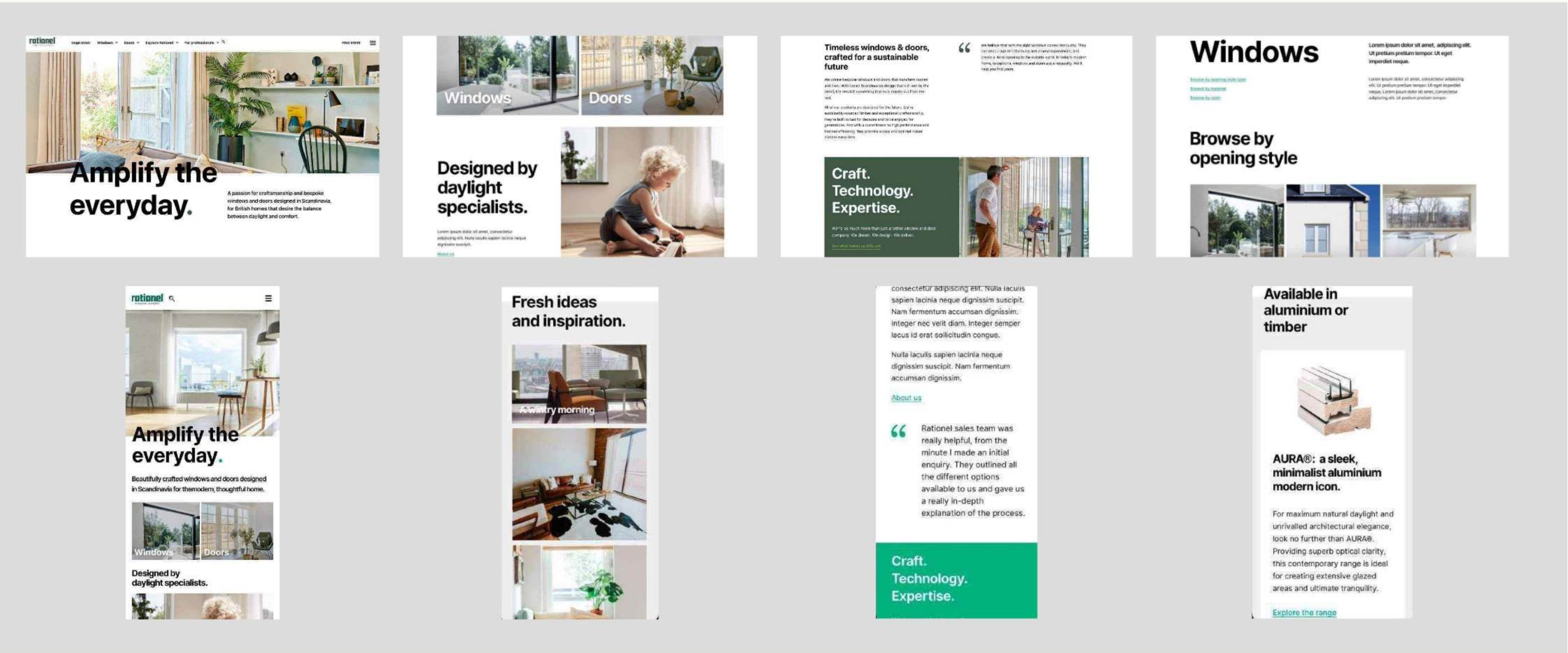


The outcome

rationel.co.uk

Project launched in early 2020. Website has now changed

I designed a new, modern website for Rationel, a high-end bespoke window and door manufacturer. My approach was rooted in Swiss grid based design, drawing inspiration from Scandinavian lifestyle and thinking, to create a user-centric and elegant experience across both desktop and mobile platforms.



End

Additional case studies, client work and projects completed from either Watches of Switzerland Group and Hallam Agency are available for further discussion upon request
