

Toby Abram

Product Designer

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[My Portfolio](#)

Work Experience

Flo health / Senior Product Designer

CURRENT - FEB 2024, LONDON

- **Owned end-to-end flows across several in-app experiences**, contributing to \$201K+ projected MRR by partnering closely with Product, Engineering, Content, Motion, Medical, and Legal.
- **Co-led the personalisation of the WEB onboarding journeys** across different user segments, delivering +350% uplift in subscriptions and +180% ARPU.
- Drove engagement and retention for neurodiverse users by **founding and leading Flo's ADHD initiative** through research, rapid prototyping, and experimentation, resulting in +30% uplift and +10% ARPU.
- Reduced design time and improved team efficiency by **developed a 500+ item Asset Library** and "gamifying" contribution, cutting design time by 10% and increasing usage by 300%.
- **Created 2 internal AI tools** to support ideation, copy exploration, and workflow automation, enabling faster decision-making and higher-quality execution.

Spring / Product Designer

FEB 2024 - MAR 2023, LONDON

- Launched a 0→1 B2C phone subscription service (Spring Subscribe's beta), supporting a £10M ARR objective.
- Improved user comprehension of a novel pricing model by **rapidly prototyping and refining interaction, copy, and design**, increasing understanding by 60% and attracting 1,000+ beta applicants.
- Improved team efficiency and consistency **by streamlining design system workflows and patterns**, reducing design-to-development time by 24%.

Doctify / Product Designer

MAR 2023 - AUG 2021, LONDON

- Designed and shipped **5+ new B2C product/features** such as homepage, search pages, review dashboard and accessibility upgrades.
- Introduced user testing into the product workflow, **increasing website traffic by 24%**.
- Drove the initiative to redesign the Specialist Profile Pages, which **increased engagement +18%** and **SEO ranking +8%**.

Education

UX Design / MSc

KINGSTON UNIVERSITY, LONDON

Product Design / BSc

THE UNIVERSITY OF DERBY

Skills

Design: UX/UI · Interaction design · Motion design · Micro- interactions · Behavioural design · Design systems · Prototyping · High-fidelity mockups · Accessibility

Growth & Experimentation: A/B testing · Experiment design · Funnel optimisation · Hypothesis-driven design · Monetisation

Research & Insight: User interviews · Surveys · Usability testing · Data synthesis · Journey mapping · Information architecture

Tools: Figma · Jira · Notion · Adobe CC · Google Suite · Lottie Animates

Collaboration & Leadership: Cross-functional alignment · Workshop facilitation · Stakeholder communication · Roadmapping · Design QA · Systems thinking · Workflow optimisation

A little bit about me

I love anything active - gym, golf, squash (2025 South Bank Beginner Cup champion!), and attempting to surf with varying levels of success. When I finally sit still, it's usually for sitcoms or Formula 1.