Sanil Patel

Lead Product Designer

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sanilpatel

Profile

Over 10+ years across travel, transport and gaming, I've helped simplify complex systems into clearer, faster and more useful customer experiences. My work spans beyond UX design – developing product strategies for Travel & Disruptions and AI frameworks at Trainline.

Trainline

Mar 2021 – Present

Leading strategic product design across Europe's most downloaded rail app, spanning Travel & Disruptions, B2B platforms and AI strategy. Led a major homepage redesign increasing step conversion by 12%, while supporting wider product direction and cross-functional design leadership.

British Airways

Apr 2019 – Mar 2021

Led the design and optimisation of flight selection, payment and account journeys, using A/B testing and iterative improvements to reduce friction and improve conversion across high-traffic experiences.

The National Lottery

Jul 2017 – Apr 2019

Modernised key areas of the web experience, redesigning sign-in and registration journeys to reduce drop-off and improve completion rates whilst establishing the foundations of a scalable design system.

Poke London

Jan – Sep 2016

Collaborated with global brands including Orange, Virgin and UBS to shape digital customer experiences across campaigns, products and services, contributing to user journeys, concept development and interaction design.

Amberlight Partners

Jul – Nov 2015

Supported usability testing and insight reporting for BBC, Samsung and Hotels.com, translating customer behaviour into clearer digital experiences. Contributed to visual communication assets to simplify ideas through design.

Loughborough University

2013 – 2017

Industrial Design & Technology with a Diploma in Professional Studies – 2:1

Accomplishments

2 x Gold London Design Award Winner – UX Travel & UX / UI

A part of Asians in Britain's platform and Highexpectasians podcast host

Posted 1 design everyday for 1,000 days in a row on Instagram

Completed Mount Everest Base Camp trek, raising £3,500 for Help For Heroes

Skills

Product Strategy
UX/UI Design
Prompt Design
AI Product Thinking
Design Systems
User Research
Visual Communication

View selected work