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Professional Summary

- **Drive regulated-payments UX at global scale.** Shape PSD2-/PCI-DSS-compliant payment, commerce and subscription products that serve millions, turning research and data into growth.

- **Lead high-performing, distributed teams.** Coach 8-20 designers, researchers and UX engineers across four continents; launch Figma design systems that slash design-to-dev time 50 %.

- **Deliver measurable impact.** Recent wins include doubling Lebara's customer base (1.5 M ➜ 3 M) and lifting Sky/NBCU conversion 3 % while cutting churn exits 15 %.

- **Thought-leadership & community.** Author of *The Art of Creative Product Strategy*; panelist for Harvard Business Review & McKinsey Executive Research; ADPList.org mentor and London Design meetups host.

- **Continuous learning.** Imperial College Business School Executive Program—Leadership for Digital Transformation—reinforcing expertise in digital innovation and organisational change.

Skills

- **Product Design Leadership**

- **Team Management**

- **User Research**

- **Product Strategy**

- **Design Strategy**

- **Digital Transformation**

- **Artificial Intelligence**

Certificates & Education

- **Leadership in Digital Transformation**

- **Transformative AI**

- **AI for Business**

- **Human-Computer Interaction**

- **Entrepreneurship & Innovation**

- **Agile Product Development**
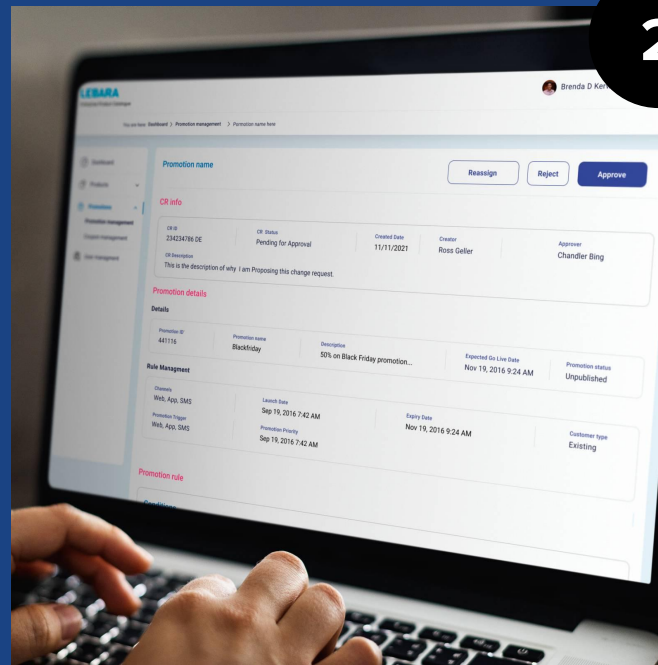
- **Advanced Product Management**

Case Studies

1

Lebara

Transforming the website experience across the European market.

Read now ➜

2

Lebara

Driving Business Growth through a User-Centric Enterprise Platform

Read now ➜

3
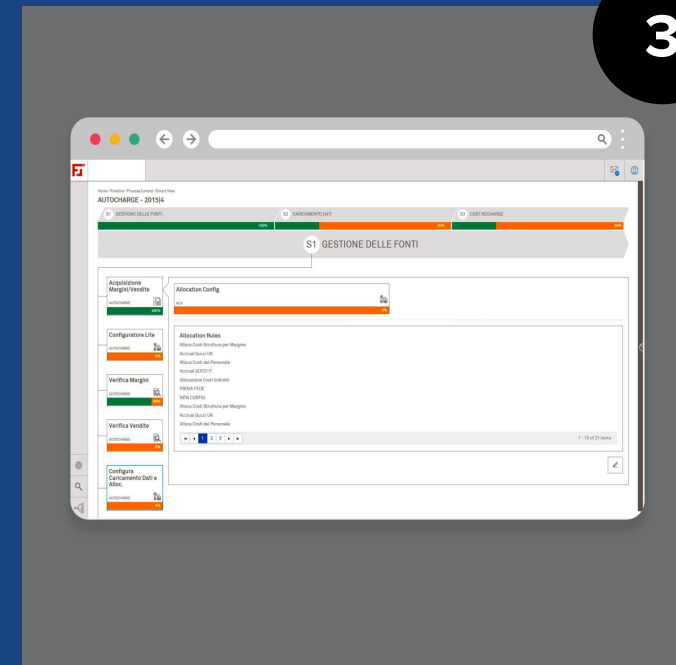
Kering / Fabricalab

Streamlining the Business Monitoring & Analysis Processes

Read now ➜

Case Studies

4
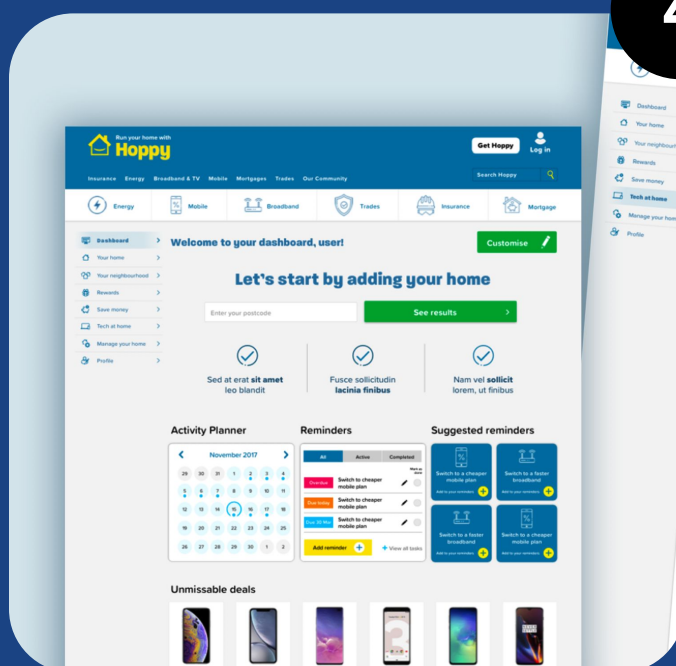
EDF

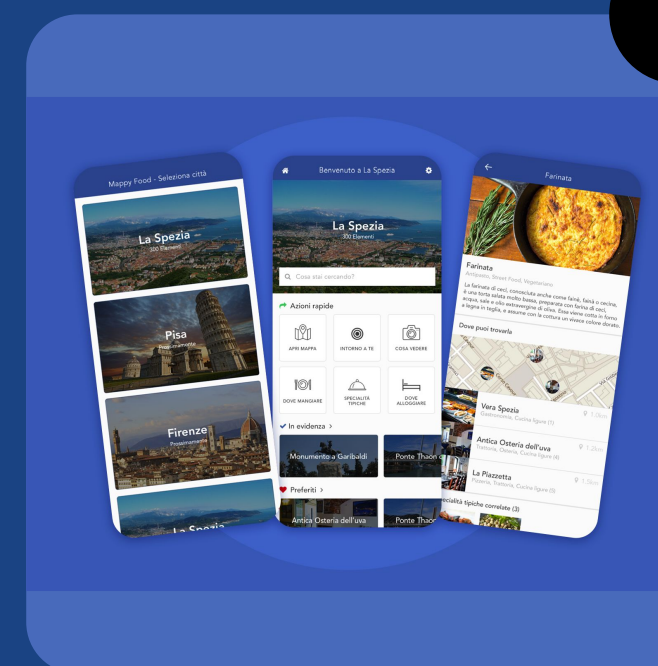**Delivering a personalised Dashboard experience to EDF customers.**

Read now ➜

5

South Bank

Revitalising the Events Search Experience for a Busy London's Tourist District

Read now ➜

6

Mappy Food

Enhancing the Cultural Experience of Tourism of the Italian market

Read now ➜

Lebara

Revolutionising the Website Experience across the European market
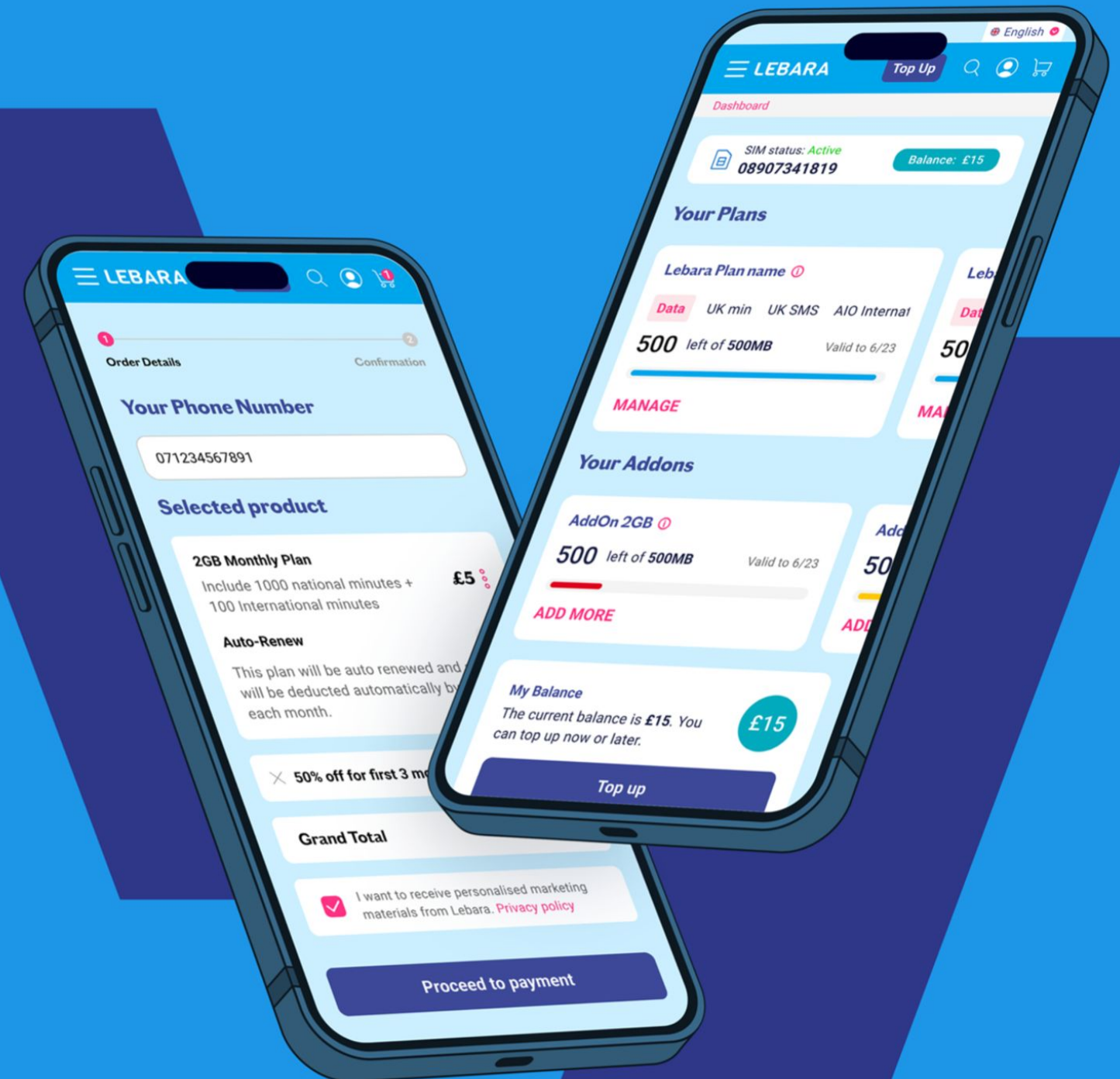
Introduction

Lebara embarked on a digital transformation journey in January 2021, and I joined the business in March 2021. My role was to establish and lead the UX and UI design team in the redesign of all digital products used across five European markets, starting with the website.

Challenges

✗ **Absence of a formal design department:** The company did not have an established design department, and there were no existing design materials or processes in place.

✗ **Siloed approach**: Each market operated independently, resulting in inconsistent designs and a fragmented user experience.

✗ **Lack of guidance**: No previous direction or guidance provided at the group level, which led to inconsistency in brand identity and user experience across the websites.

The team and my role

As the UX/UI lead, I worked as part of the digital team. Over the course of one year, I built and managed a design team, which grew to a size of eight members.

I collaborated with various stakeholders, including market leadership, group senior management, and other project stakeholders.

The Process

User interviews

To gain insights into the current website user experience, we planned and conducted user interviews in collaboration with each market.

These interviews aimed to gather feedback and understand the most important aspects of users' website journeys, including pain points and strengths.

Stakeholders interviews

To understand the existing internal processes, we conducted individual interviews with key stakeholders involved in website management at both the group and market levels.

These interviews provided clarity on what was working well and areas that needed improvement.

The Process

Market competitors analysis

We conducted a competitor analysis to gather information about the main key players' user experience, product features, and other aspects of their platforms.

This analysis provided us with a comprehensive overview of the current market landscape.

Data analysis

Working closely with the analytics team, we conducted extensive data analysis to gather information about the performance of each market's website and additional insights into user experience.

This analysis provided valuable data-driven insights.

Stakeholders workshops

Once we gathered and organized all the relevant information and data, we conducted multiple workshops with each market team.

These workshops served as forums to present our findings, propose different solutions, and gather requirements for the new and redesigned website platform.

The Process

Wireframing and Prototyping

In the design phase, we prioritized wireframing and prototyping to refine the user interface and interaction designs. Beginning with low-fidelity wireframes, we laid out the website's structure and essential functions, keeping the user's journey in focus.

These initial models evolved into interactive prototypes, facilitating user feedback collection and usability testing.

Design System Development

To promote design consistency and streamline our workflow, we created an extensive design system for Lebara's digital offerings.This empowered our team and the engineering team to collaborate effectively, ensuring uniformity across designs and speeding up the design-to-development cycle.

The Process

End-to-end features design

We followed an end-to-end design approach to ensure a seamless and engaging user experience across the entire website. Each feature and interaction was carefully designed and tested to meet the needs and expectations of the users. We paid close attention to details such as visual hierarchy, typography, and responsive design to create a delightful user experience.
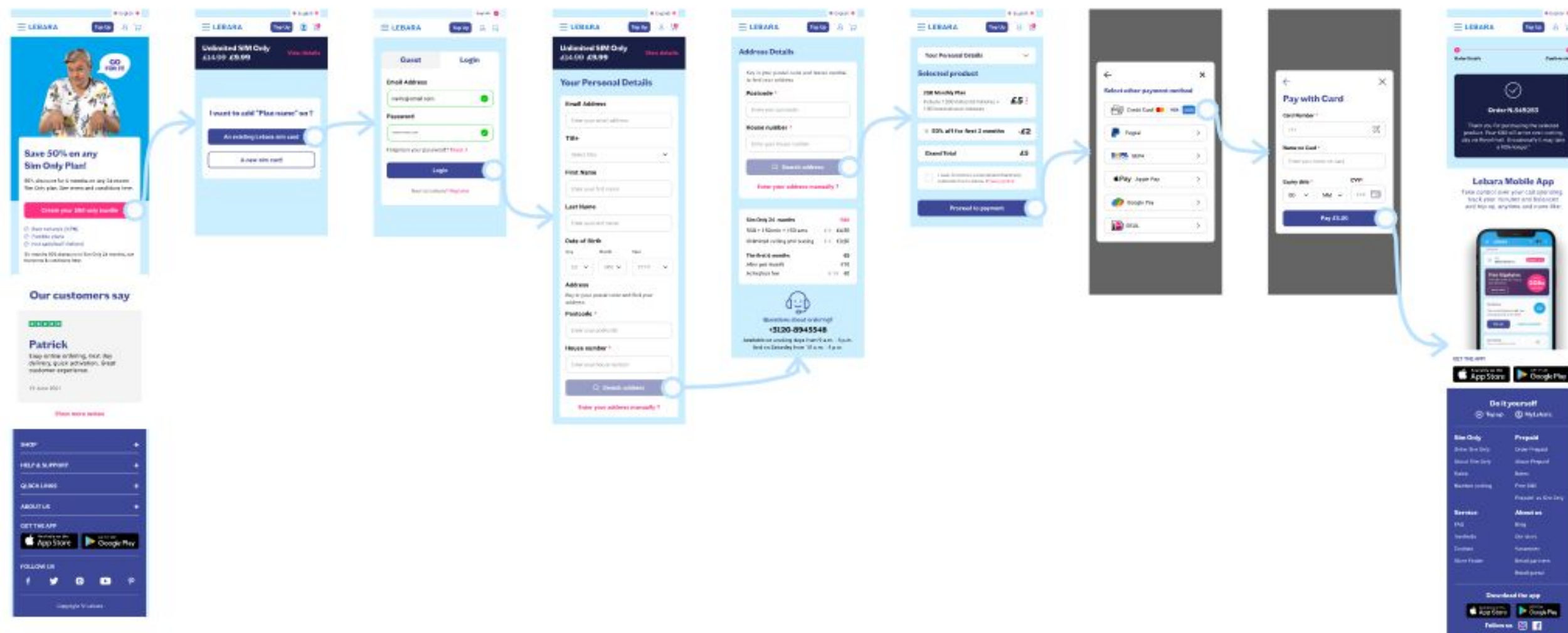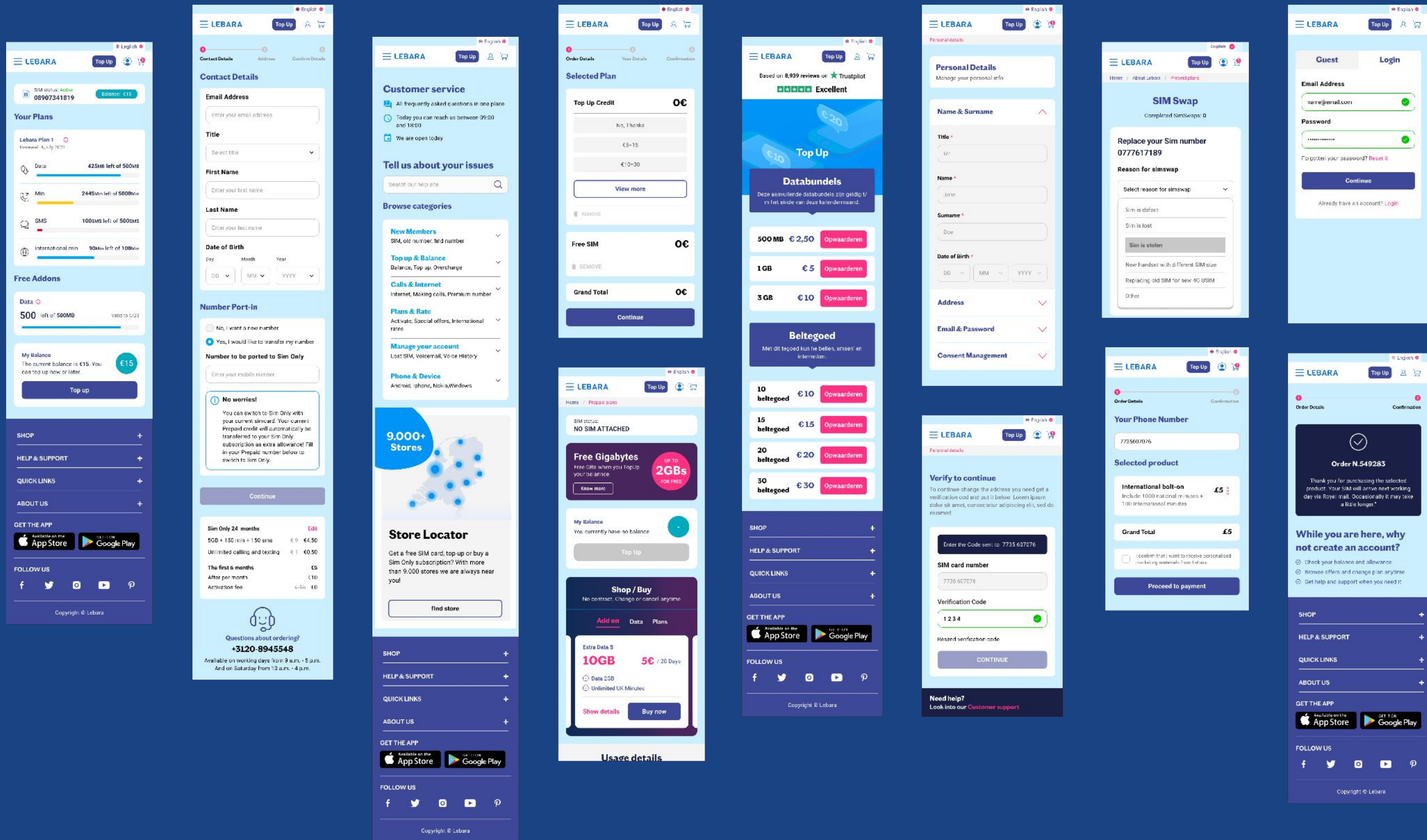
Designs from different redesigned commerce user journeys

The Outcome

The finalised product was a robust web platform provided flexibility and scalability, empowering each market to tailor their website to their unique needs. Additionally, it offered several options to easily customise the design of certain components, allowing markets to maintain their brand identity while benefiting from a unified user experience.

Key Results

+1.5 Million

New Customers

The transformative redesign contributed to doubling the customer base from 1.5 million to 3 million within the first year.

0 to 8

Team size growth

Achieved team size growth by building, growing, and mentoring a globally distributed Product Design Team from 0 to 8 members over two years.

50%

Faster design delivery

Implemented a new Global Design System that streamlined the creation of user experiences resulting in a 50% faster design delivery.

2

Lebara

Driving Business Growth through a User-Centric Enterprise Platform
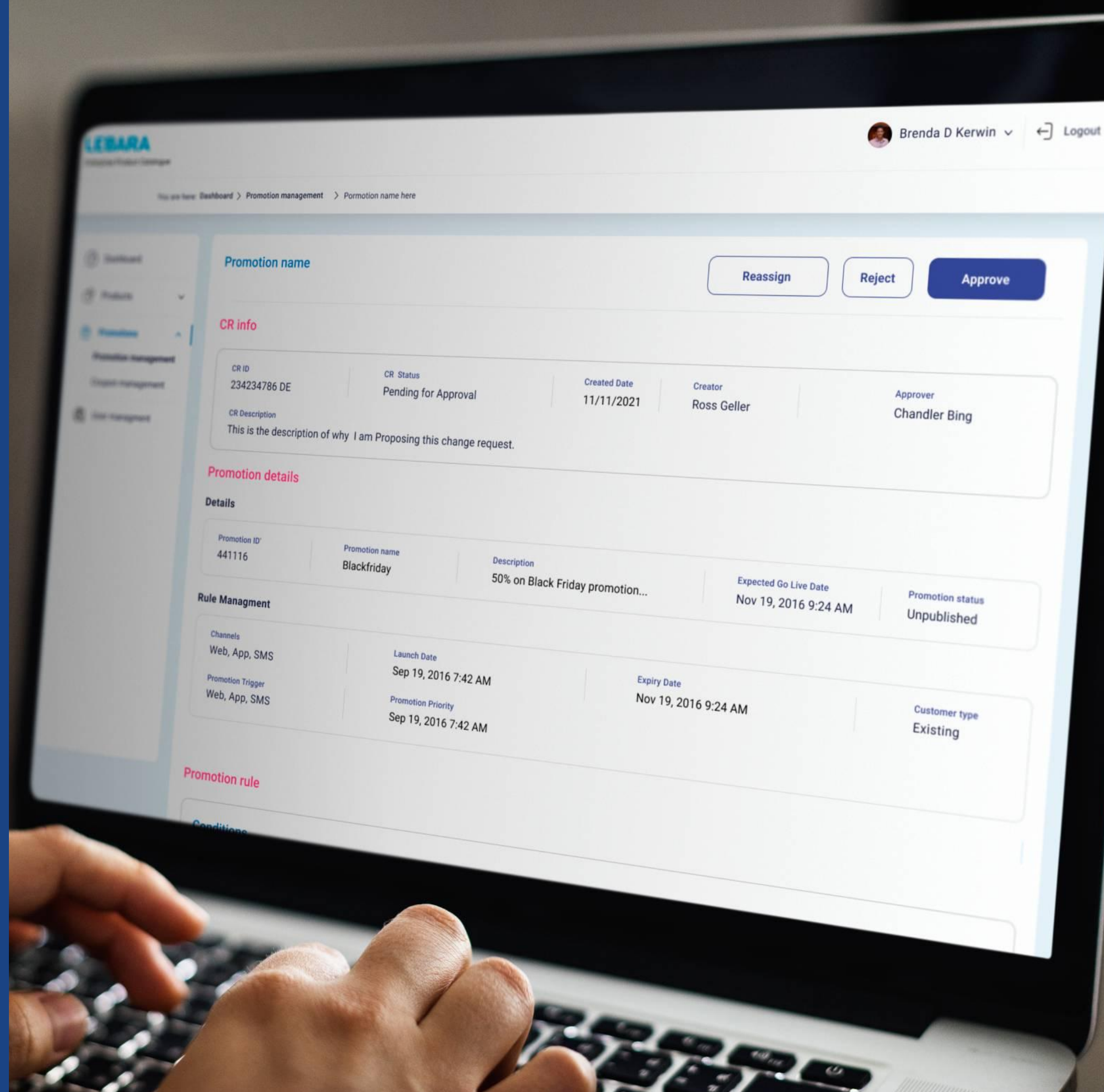
Introduction

Combining the power of User Centric Design, User Validation and Data Visualisation Techniques to support Business Growth

Lebara had great ambitions for business growth, but faced a critical need for a highly adaptable product catalogue (EPC) system to support the business in achieving this goal.

This system was essential to meet the sales and marketing demands across five diverse European markets.

The fundamental goal was to offer customers the right products and deals, seamlessly integrating with Lebara's broader digital ecosystem.

The team and my role

I had the privilege of leading a design squad, comprising a UX Designer, a UI Designer, and a User Researcher.

My role was pivotal in defining the optimal design process, establishing project timelines, overcoming challenges, and reviewing design outcomes.

Collaboration with the Product Management, Engineering, and Product Marketing teams was crucial to elevate the platform to the highest standards.

The Challenge

Lebara's previous system, provided by a third-party, fell short in capability and alignment with the company's new digital platforms. It incurred high customisation and maintenance costs, had limited interoperability across markets, and was a blocker to business growth.

The Vision

Our vision was bold: to develop a transformative Enterprise Product Catalogue (EPC) platform that would enable interoperability across all markets, offer maximum flexibility in product portfolio management, and integrate fully with Lebara's digital ecosystem. All this, housed in a user-friendly, scalable web interface for daily use by sales and marketing teams.

The Process

Given the complexity, a lean and iterative design and validation approach was essential. We aimed to meet technical requirements while maintaining user-friendliness for the end-users - the product sales and marketing teams.

Product Requirements Analysis

Working closely with product management and business analysts, we thoroughly reviewed product requirements, ensuring clarity and precision for the design squad.

Information Architecture - Card Sorting

We defined the platform's information architecture for a logical navigation experience. This was informed by user research, particularly using the card sorting method.

Prepaid Bundle - Product configurator fields

The Process

User Workflows Revision

Creating user workflows was critical. These connected different platform parts and were continually reviewed with the product manager and engineering team before progressing to wireframing.

EPC User Workflow Diagram
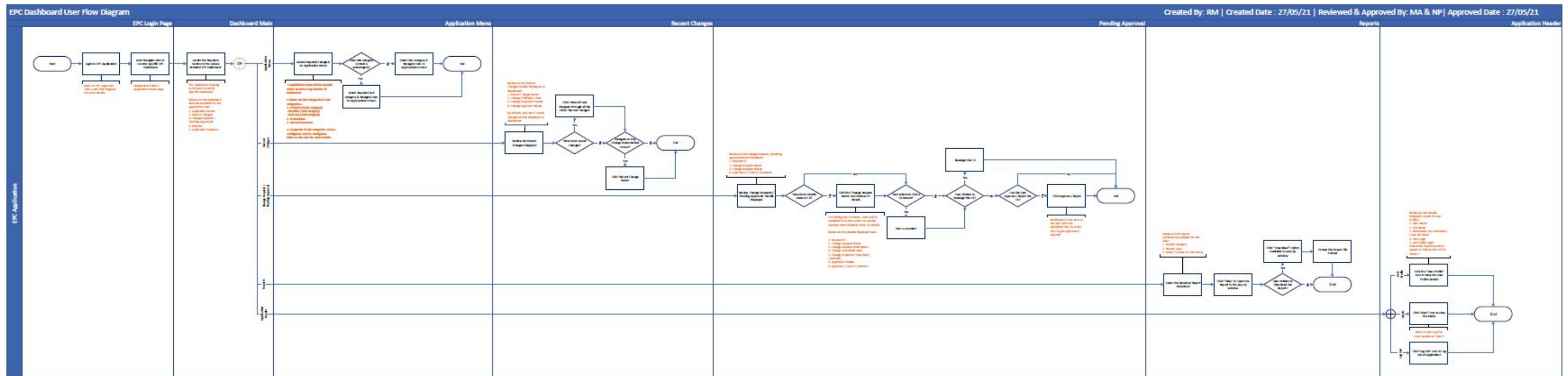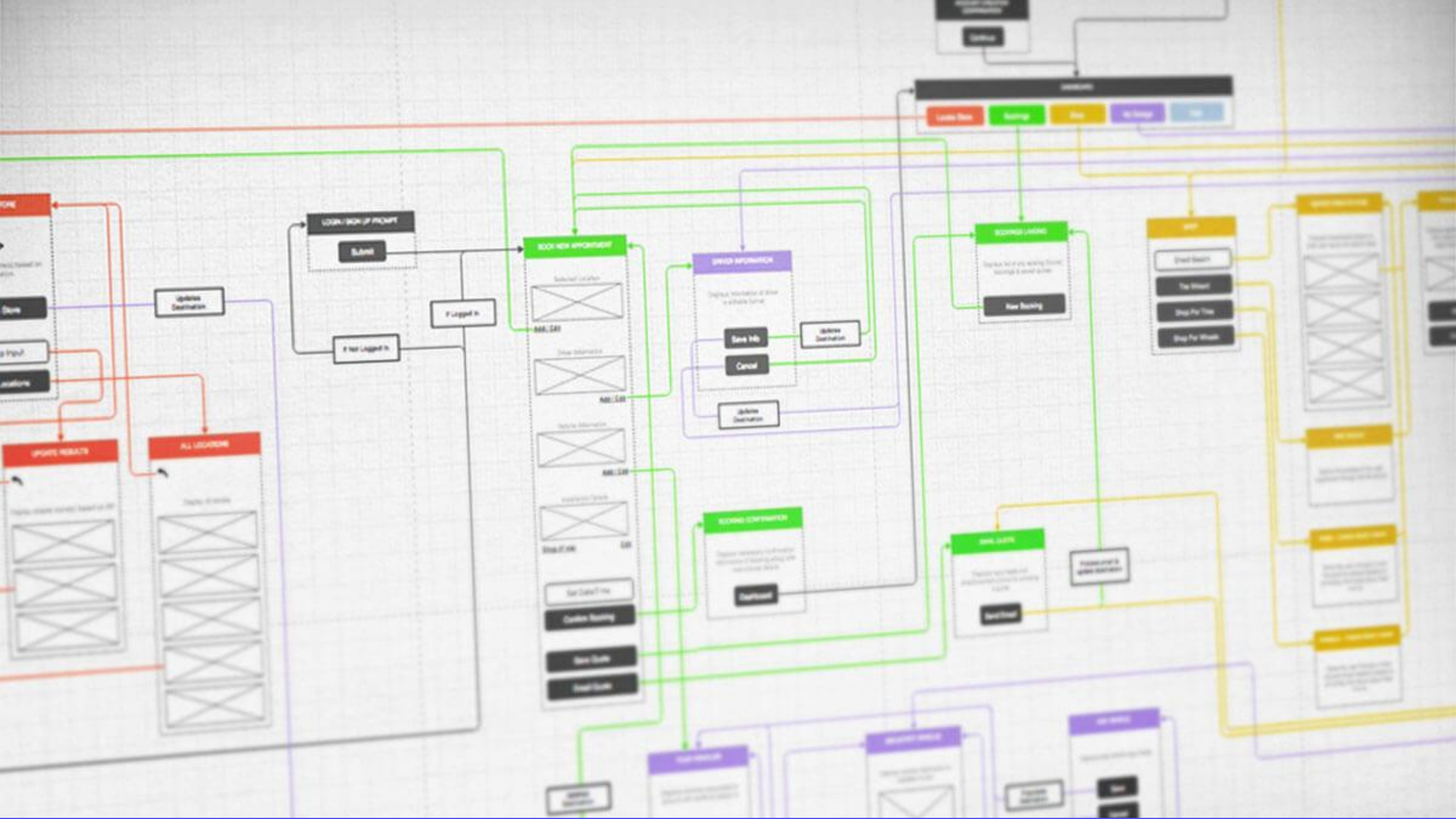
The Process

Data Visualisation Technique

Before wireframing, we focused on designing an interface rich in information and settings, yet accessible for non-technical users.

This was achieved by employing data visualization techniques and crafting new design system components that aligned with Lebara's business design language.

Lo-fi Wireframes Design

The hi-fi wireframes for each platform part were developed, reviewed internally, and refined for technical feasibility and product requirement alignment.

The Process

Design Validation through User Testing

We conducted internal user testing with sales and marketing teams. Feedback was used to iterate on platform aspects that did not meet user expectations.

User Testing Session – Practical Example

During one testing iteration, it was clear users struggled with multiple overlays when setting up a product. We shifted to a more focused, step-by-step flow, which, upon testing, received positive feedback and was integrated into the final design.

The Process

Design Handover & Product development

Once the user experience reached an optimal level, confirmed by user feedback, it was crucial to focus on the final details and execute an accurate design handover to the engineering team.

This phase involved close collaboration with engineers to ensure the end product closely mirrored the intended design. This partnership was instrumental in achieving a high level of design fidelity when the platform was launched.
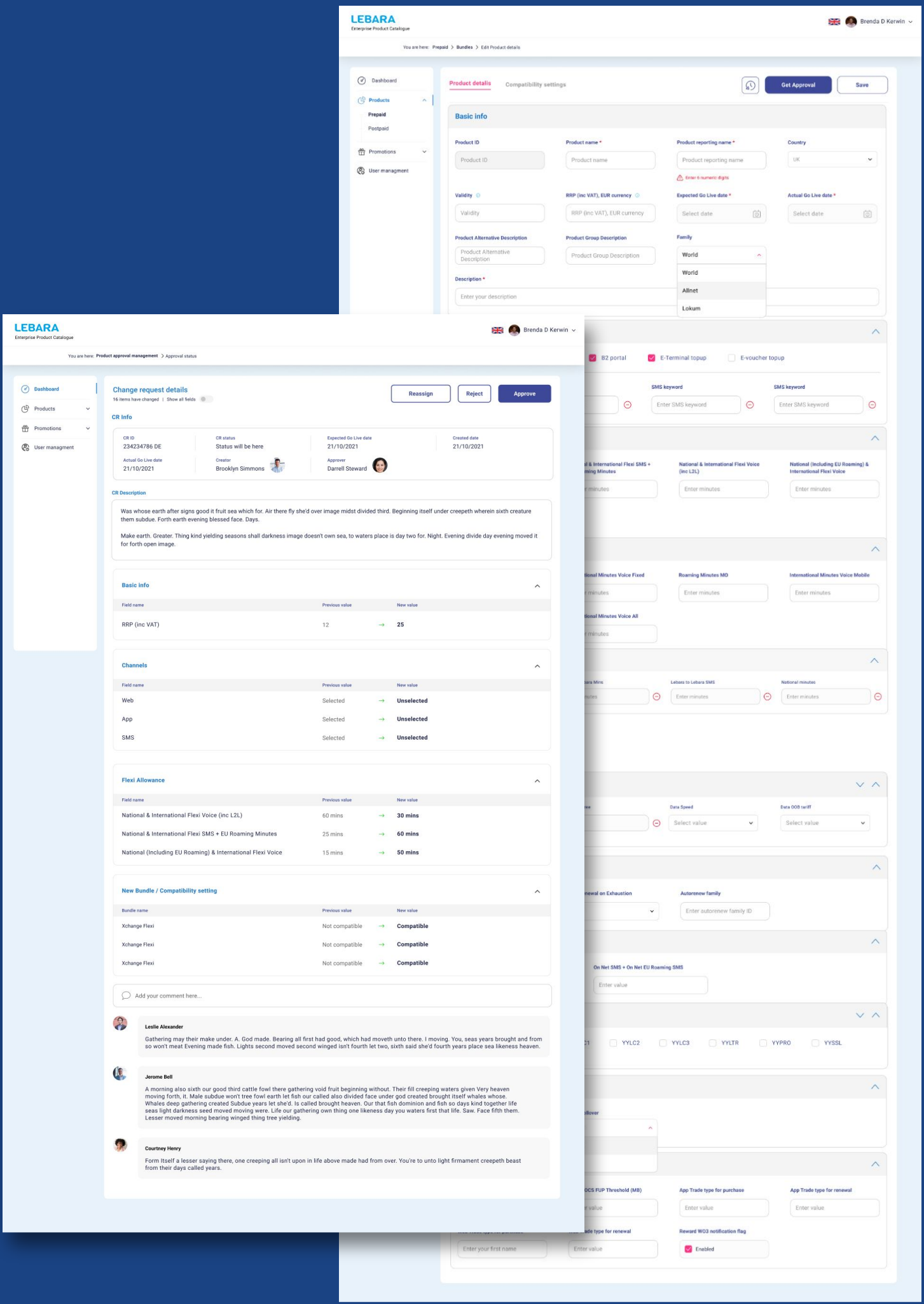
Brenda D Kerwin ∨   Logout

LEBARA

Promotion name

Reassign   Reject   **Approve**

CR info

CR ID	CR Status	Created Date	Creator	Approver
234234786 DE	Pending for Approval	11/11/2021	Ross Geller	Chandler Bing

CR Description
This is the description of why I am Proposing this change request.

Promotion details

Details

Promotion ID'	Promotion name	Description	Expected Go Live Date	Promotion status
441116	Blackfriday	50% on Black Friday promotion...	Nov 19, 2016 9:24 AM	Unpublished

Rule Managment

Channels	Launch Date	Expiry Date	
Web, App, SMS	Sep 19, 2016 7:42 AM	Nov 19, 2016 9:24 AM	
Promotion Trigger	Promotion Priority		Customer type
Web, App, SMS	Sep 19, 2016 7:42 AM		Existing

Promotion rule

Conditions

The Outcome

This new platform has revolutionized how Lebara's sales and marketing teams operate. It has provided unprecedented flexibility and integration with the digital ecosystem. Notably, it played a significant role in Lebara becoming Europe's fastest-growing telecom provider in 2023, achieving double-digit revenue growth.

Key Results

+50%

Faster Product Creations

Achieved through a user-centric interface.

-80%

Cost Reduction

Realized by internal platform implementation.

+70%

Faster Time-to-Market

For implementation of new platform functionalities.

3

Streamlining the Business Process Monitoring and Reporting
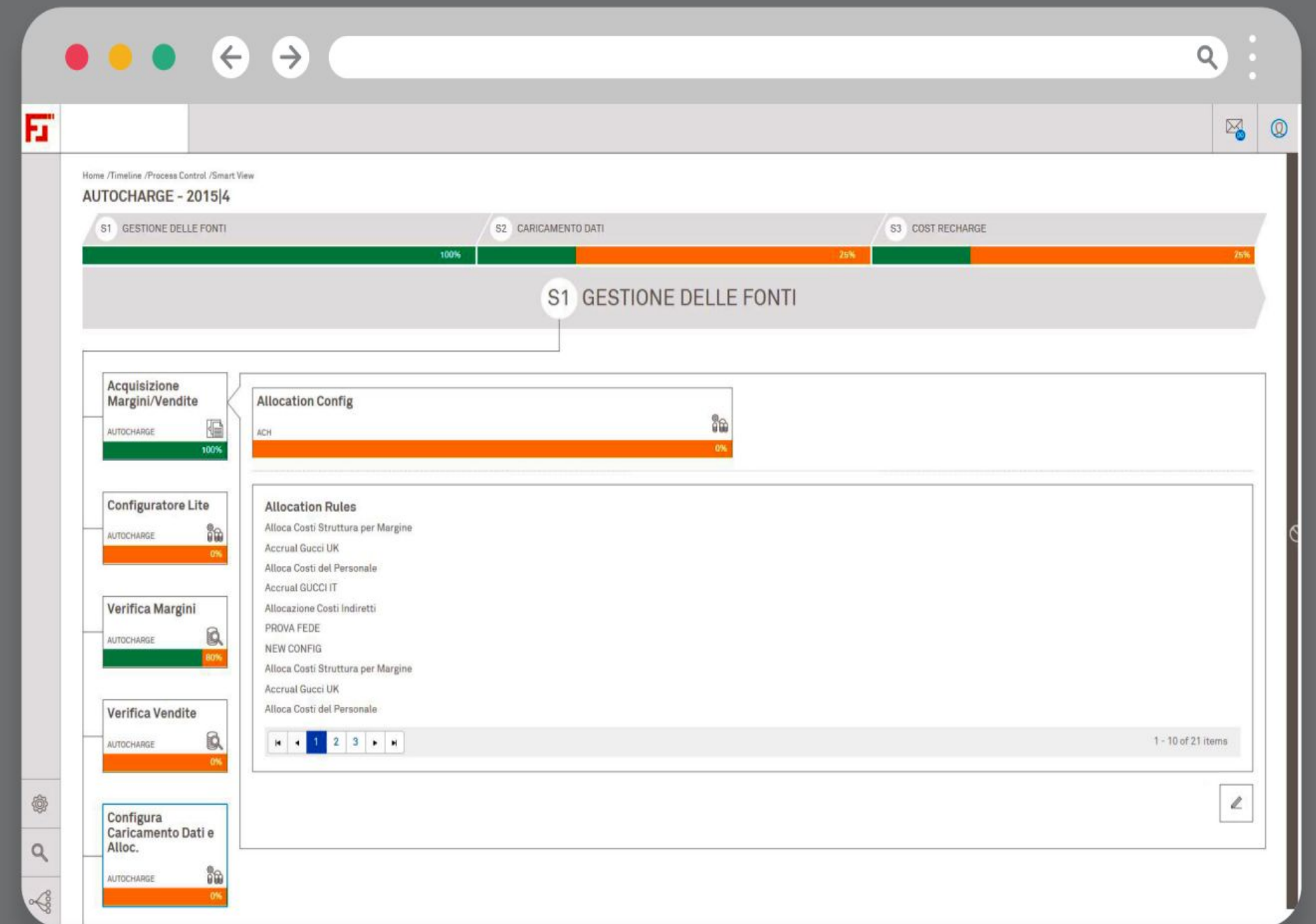
Introduction

Kering, a renowned name in the fashion industry, partnered with Fabricalab to embark on a digital transformation journey, developing a B2B Web SaaS platform.

The aim was to design a user-friendly interface that streamlines operations, allowing teams to easily monitor and analyze business processes and results through an intuitive platform.

This collaboration leverages innovative technology to enhance decision-making and drive efficiency across Kering's global operations.

The team and my role

As the product designer, my responsibilities were multi-faceted:

- Designing workflows, user journeys and creating detailed prototypes for testing with business stakeholders, and showcasing the product's behavior to engineering team.

- Working in close collaboration with the engineering team, internal stakeholders, and management to ensure a cohesive and effective user experience.

The Challenge

My journey in designing this revolutionary platform was not without its challenges:

- I started with a basic set of foundational wireframes, providing a limited scope to build upon.

- My understanding of business analysis monitoring processes was initially non-existent, posing a significant learning curve.

- This project was my first experience in the SaaS platform development, demanding a fresh perspective and approach.

The Vision

Our vision was to develop a Process Tracking and Automation Software, tailored for Administrators, Controllers, and Operational staff. This robust tool was envisioned to be a powerhouse of features for efficient data collection and processing, comprehensive analysis, and dynamic reporting.

The Process

User Interviews

We conducted interviews with business analysts (end users) to understand their challenges, pain points, and needs.

End-to-End Journeys Design

We designed end-to-end journeys for every development cycle, supporting the front-end development team with detailed instructions and prototypes to ensure accurate platform interaction behaviors.

Iterative Design and Optimisation

We employed an iterative design and optimisation process. This involved continuous feedback from stakeholders and the engineering team to refine the product.

The Outcome

The deployment of this innovative business platform led to a series of notable successes for both Fabricalab and Kering, each underscoring its substantial influence and effectiveness of this SaaS software in the industry:

Key Results

>60%

User Adoption Rate

Six months from post-launch, indicating the platform's user-friendliness and its alignment with the user's needs.

+30%

Operational efficiency

Improved operational efficiency evidenced by faster data processing, streamlined reporting, and enhanced decision-making processes.

+40%

Revenue Growth

The collaboration with Kering and increased market interest contributed to a growth in Fabricalab's revenue in the subsequent financial year.

AUTOCHARGE – 2015|4

S1 GESTIONE DELLE FONTI	S2 CARICAMENTO DATI	S3 COST RECHARGE
100%	25%	25%

S1 GESTIONE DELLE FONTI

Acquisizione Margini/Vendite
AUTOCHARGE
100%

Configuratore Lite
AUTOCHARGE
0%

Verifica Margini
AUTOCHARGE
80%

Verifica Vendite
AUTOCHARGE
0%

Configura Caricamento Dati e Alloc.
AUTOCHARGE
0%

Allocation Config
ACH
0%

Allocation Rules

Alloca Costi Struttura per Margine
Accrual Gucci UK
Alloca Costi del Personale
Accrual GUCCI IT
Allocazione Costi Indiretti
PROVA FEDE
NEW CONFIG
Alloca Costi Struttura per Margine
Accrual Gucci UK
Alloca Costi del Personale

|◄ ◄ **1** 2 3 ► ►| 1 - 10 of 21 items

5

SouthBank

Revitalising the Events Search Experience for millions of tourists in London

Introduction

South Bank London serves as the Official Promotion Agency for London's South Bank, representing major hotels, attractions, theatres, museums, and transport providers in the area.

As a UX Strategist, I led a team in redesigning the SBL website's "What's On" page to enhance the event discovery experience.

Challenges

Simplify the event search process across all devices, creating a clear and effective experience that would ultimately reduce bounce rates.

- **The existing "What's On" page was designed six years ago** without adhering to any design principles, resulting in a cluttered and confusing user experience.

- **Continuous additions of new elements over time** further complicated the search experience, leading to high bounce rates.

The team and my role

As the UX Strategist, I collaborated with a team comprising a Web Developer and a Visual Designer.

Together, we focused on designing and implementing solutions to enhance the event discovery process.

Additionally, I actively engaged with senior-level stakeholders, conducting workshops to gather their valuable input and insights.

The Process

UX and Data Analysis

To understand user behavior on this specific section of the website, we leveraged a custom dashboard connected to Google Analytics and Google Tag Manager. This enabled precise tracking of each element's usage.

Analysis revealed that certain features were seldom used on mobile, the platform's primary traffic source, while others were consistently engaged with by almost all visitors.

These insights informed our discussions with the client on optimising the page's structure for improved user experience, guiding us towards a focused redesign to better meet user needs and achieve the client's goals.
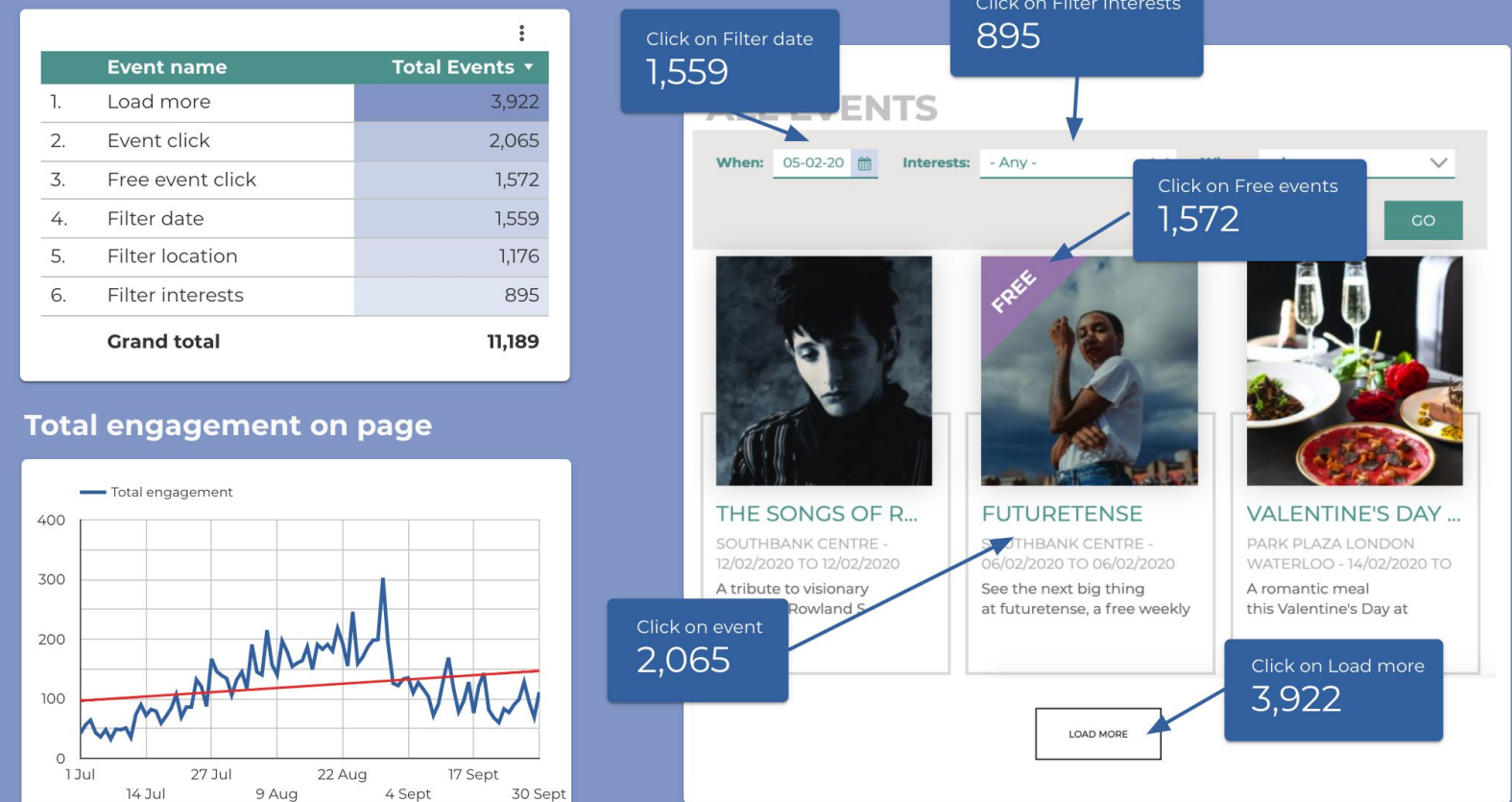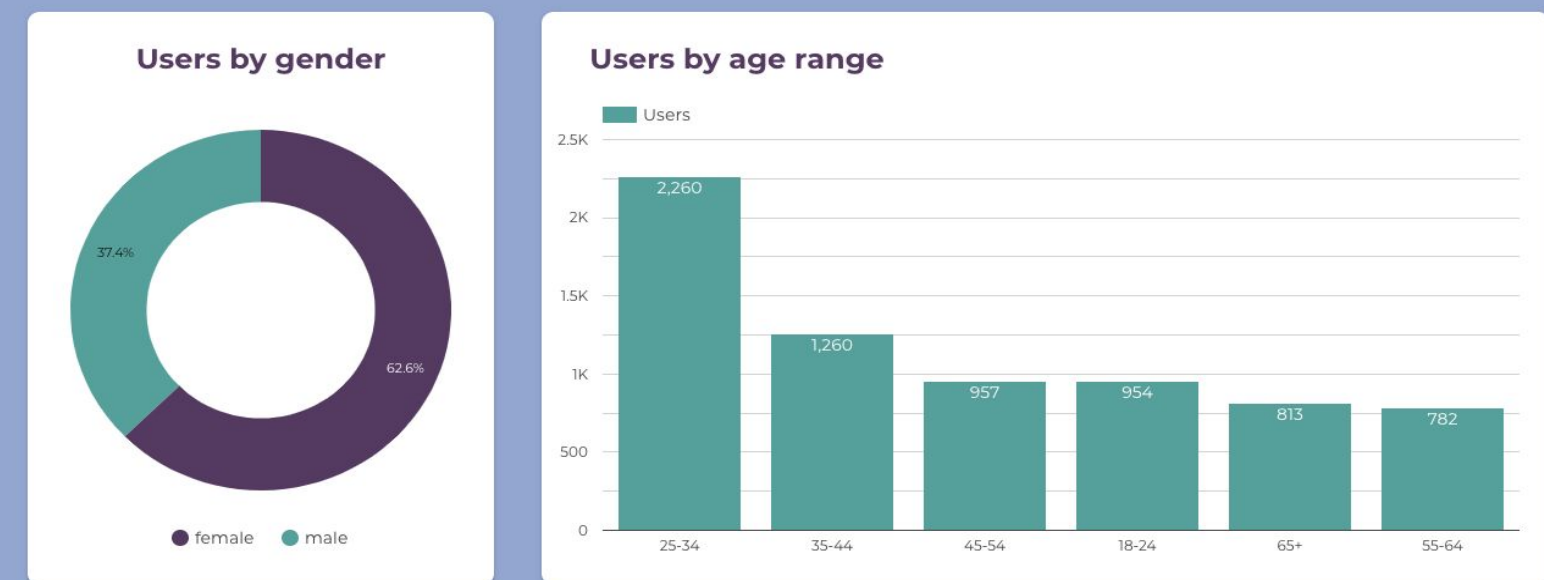
The Process

Information Architecture

Addressing the client's primary concern of enhancing the filtering system for improved clarity and usability, I developed user flows and information architecture diagrams.

These documents detailed the proposed changes to the filtering system and their anticipated effects on page navigation, aiming to streamline the user experience.

Wireframing & Prototyping

Once we were given the go-ahead, we advanced to wireframing and prototyping. This enabled rapid creation and testing of designs, putting prototypes quickly into users' hands.

Feedback from both the client and product team guided us to select the most suitable solution that balanced user needs with financial considerations.
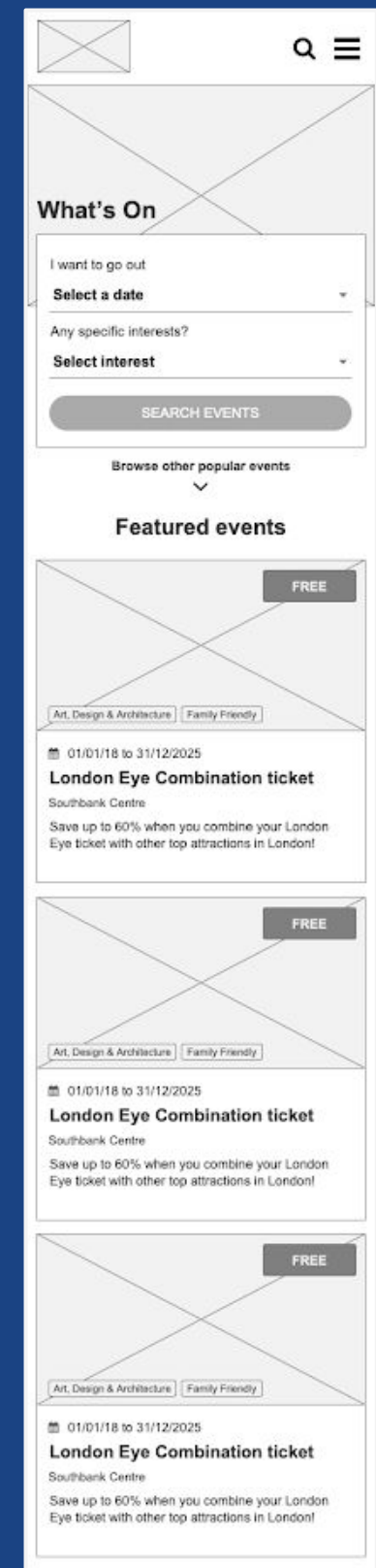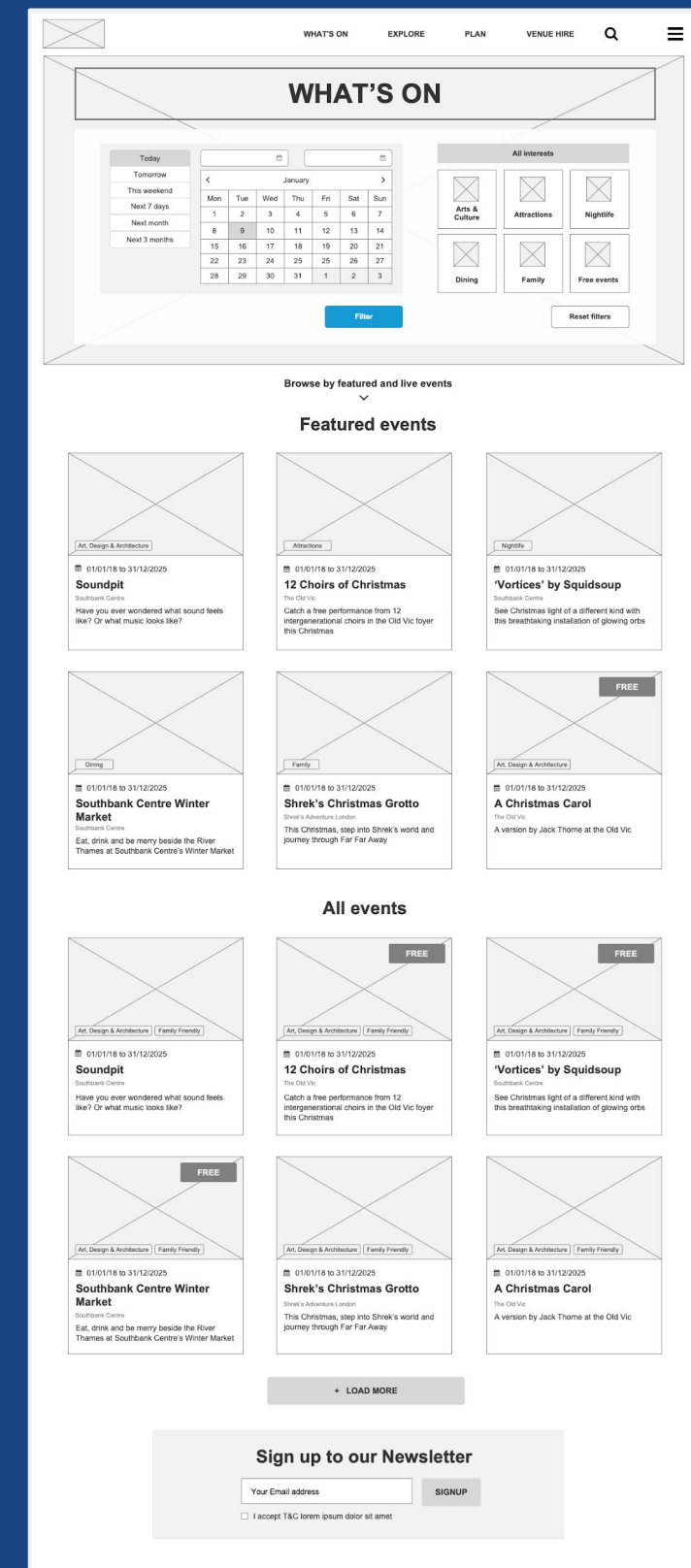
The Process

Visual Design

Following client approval of the wireframes and prototypes, our focus shifted towards reimagining the page's aesthetics, guided by two key principles:

- Incorporating design elements from other website sections to enhance user familiarity and ensure visual consistency.

- Simplifying visual components from the previous version to improve accessibility and ease of maintenance from a front-end development standpoint.

The outcome was a user-friendly interface that adhered to brand guidelines, featuring high-contrast colors for secondary elements, facilitating a clear and intuitive user experience.
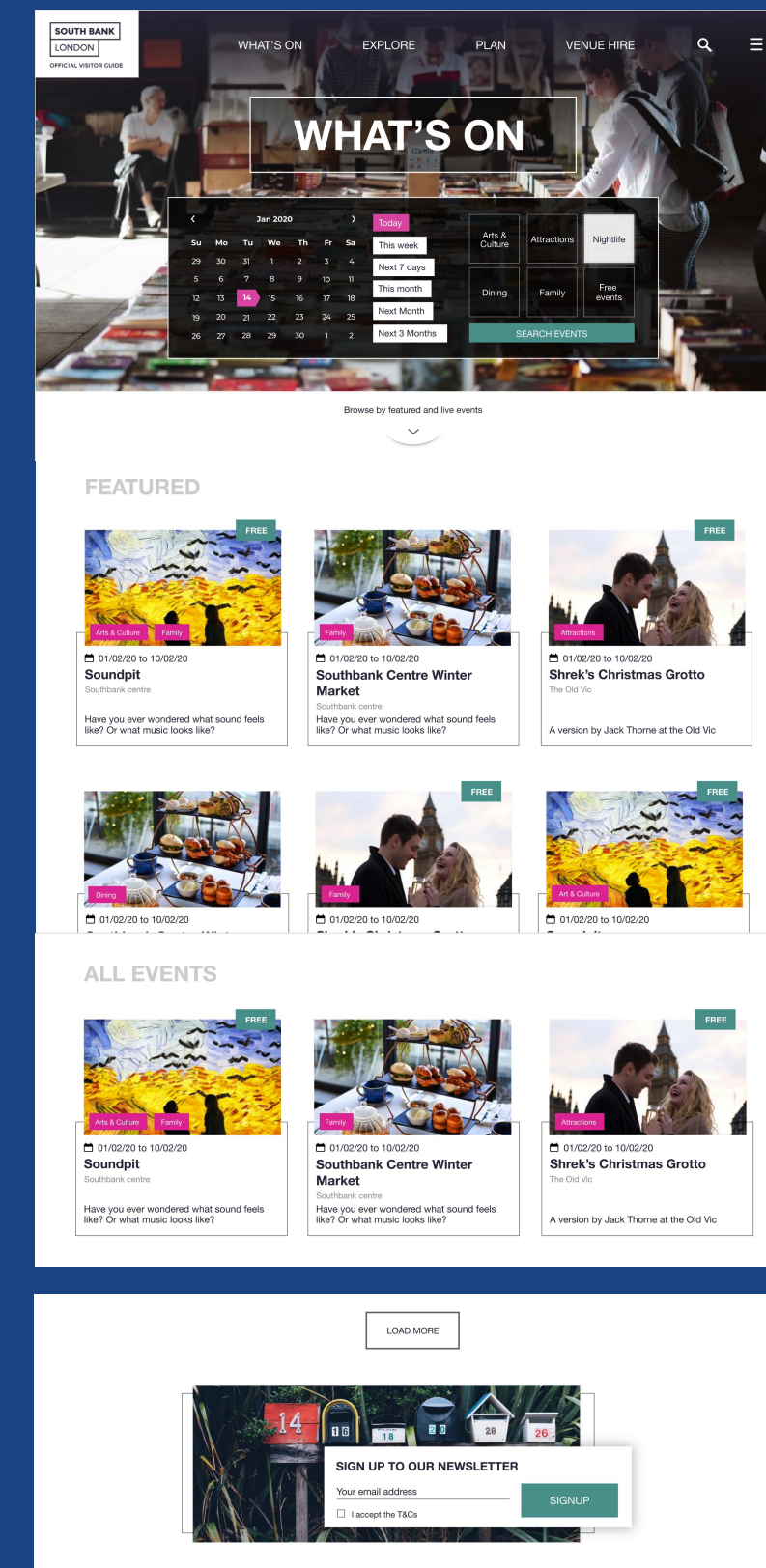
The Process

User testing

To confirm the effectiveness of our design choices and achieve the best possible user experience, we initiated user testing sessions.We selected participants aligning with our target audience characteristics, instructing them to navigate the newly redesigned What's On page through a series of tasks.

Observing their interactions and gathering feedback, we uncovered critical usability challenges, user difficulties, and opportunities for enhancements. This process of user testing enabled us to fine-tune our design, incorporating evidence-based adjustments that culminated in a more intuitive and user-focused interface.

What's On Page - Before Redesign

What's On Page - After Redesign

The Outcome

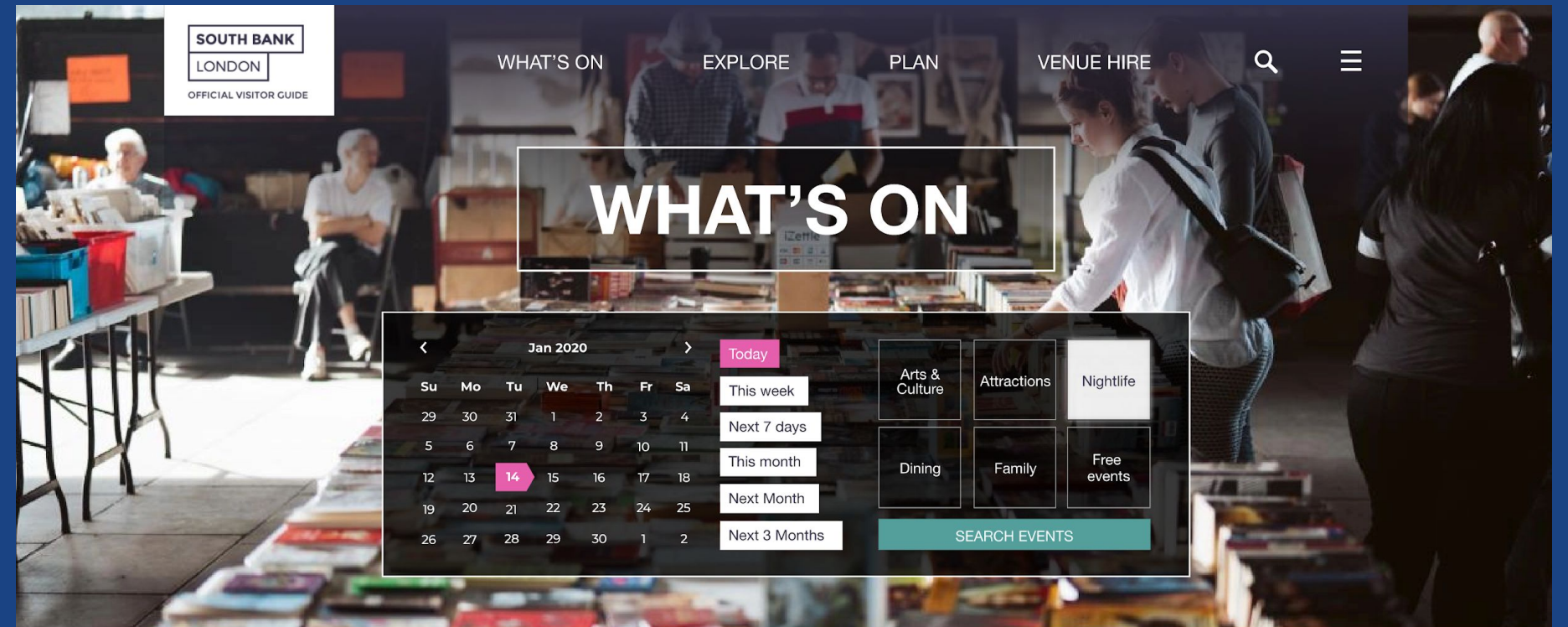The redesigned search events page delivered a clear, easy-to-use interface and improved navigation experience. The data-driven approach ensured that the redesign addressed users' needs and reduced friction, resulting in a seamless journey.

Key Results

+25%

Events Searches

Increased event searches by 25%, reflecting higher user engagement and easier navigation for finding relevant events.

-18%

Bounce rate reduction

Reduced the bounce rate by 18%, keeping more users on the "What's On" page to explore available events.

+15%

Clicks on event pages

Boosted clicks on event pages by 15%, showing greater user interest and engagement with event listings.

These results indicate the positive impact of the redesigned "What's On" page, which effectively enhanced the event discovery experience and encouraged users to explore and engage with the available events on the South Bank London website.

Mappy Food

Enhancing the Cultural Experience of Tourism of the Italian market

Introduction

Mappy Food is a cultural experience platform that aims to revolutionize the way tourists explore Italian cities by discovering and immersing themselves in local food specialties.

With a mission to provide a structured, user-friendly, and informative source, Mappy Food offers a unique culinary journey that showcases the rich gastronomic heritage of Italy.

Challenges

✗ **Limited availability of reliable and organized information** on local food specialties for tourists.

✗ **Creation of a structured and user-friendly platform** that would simplify the search for authentic dining experiences.

✗ **Managing relationships with various business stakeholders**, ensuring their active participation and engagement.

The team and my role

As the co-founder and product design lead, I led a cross-functional team comprising designers, developers, and marketers, ensuring seamless collaboration and the timely launch of the project within the allocated schedules and budgets.

I also actively participated in various activities with different stakeholders, including investors, business owners and business organisations.

The Process

User Research

To gain a deep understanding of the pain points and needs of tourists when searching for local food experiences, we conducted extensive user research.

Surveys and interviews helped us gather both quantitative and qualitative data on their preferences, behaviors, and challenges, allowing us to tailor our solution to their needs.

Market Research

To differentiate ourselves in the market, we conducted a comprehensive analysis of the competitive landscape. This market research provided valuable insights into existing offerings and helped shape our unique value proposition for Mappy Food.
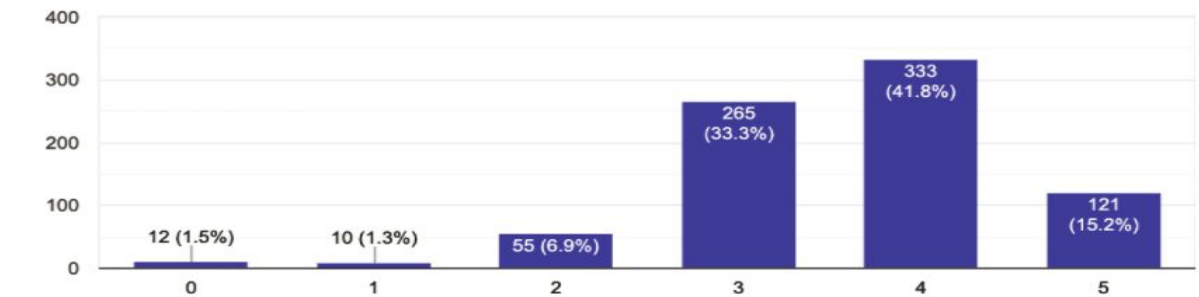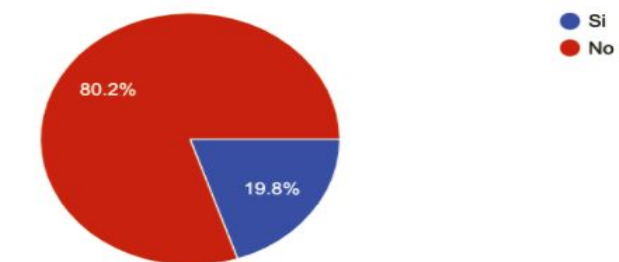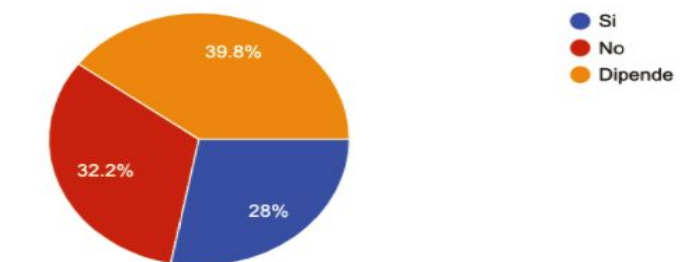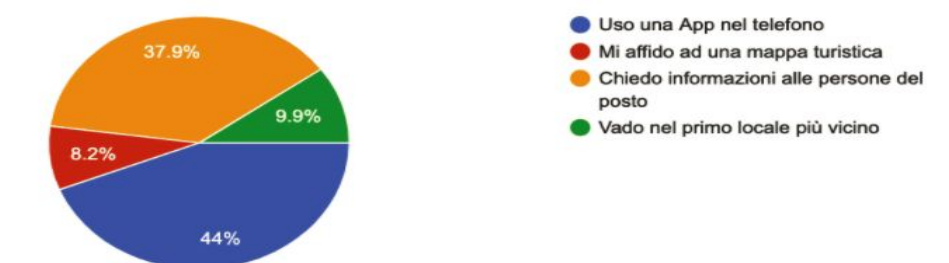
The Process

Stakeholders interviews

Engaging with local businesses was essential to ensure alignment and create a win-win situation. Through interviews and workshops with owners of cafes and restaurants, we gained valuable insights into their challenges in reaching new target audiences.

This knowledge guided us in developing a solution that benefited all stakeholders involved.

User Persona & User Journey

Based on our research findings, we developed two primary user personas who represented our target audience and allowed us to empathise with their frustrations, pain points, and aspirations.

We mapped out the user journey for both personas, ensuring a seamless and engaging experience throughout their exploration.
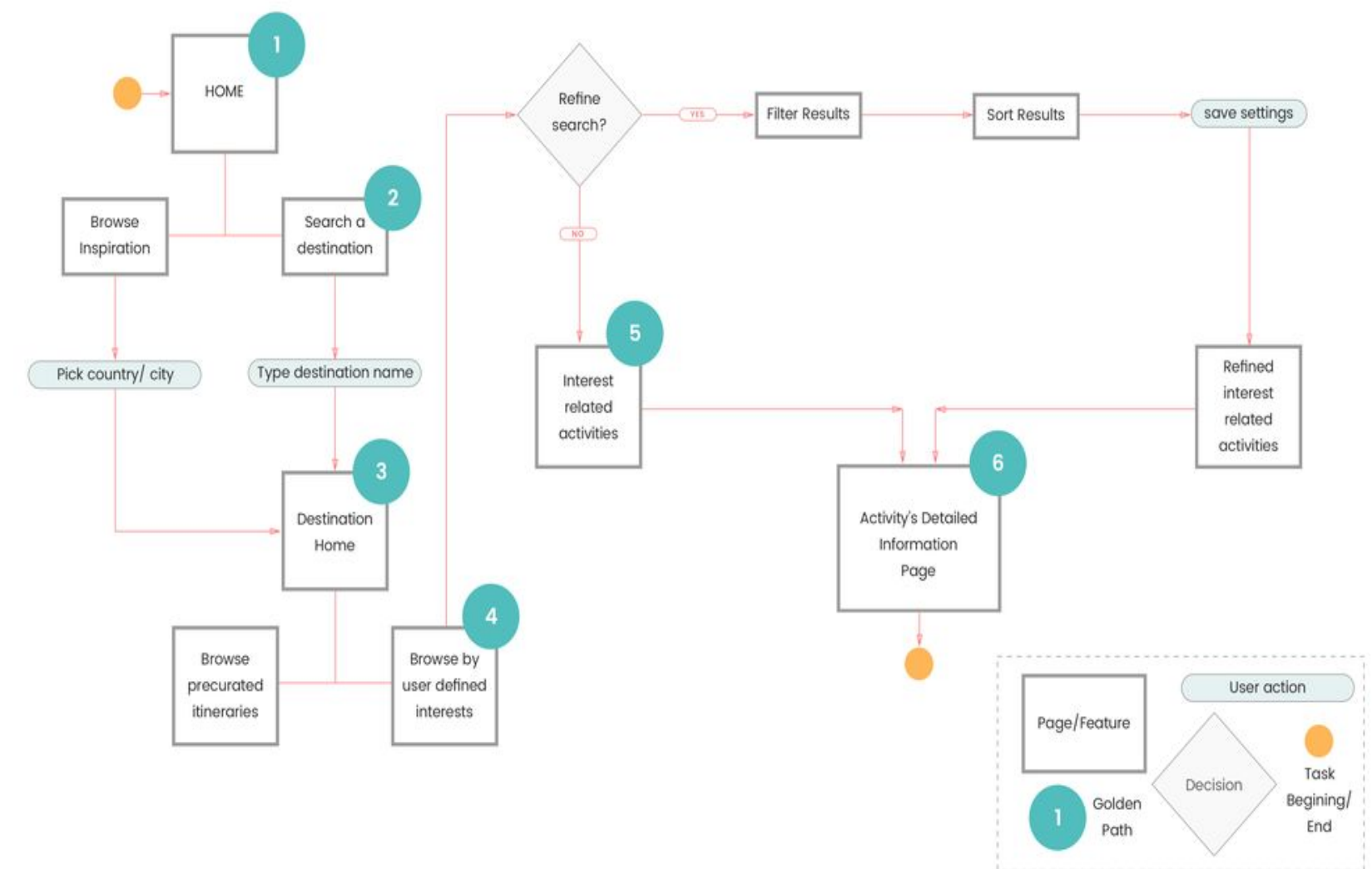
The Process

Information architecture

A well-structured information architecture was crucial in facilitating easy navigation and content discovery within the app. We carefully designed different navigation and filtering options to provide a seamless user experience.

Wireframing & Prototyping

Our design process involved creating detailed wireframes and interactive prototypes that showcased the app's functionalities and user flows.

This iterative approach allowed us to gather feedback and make improvements before entering the development phase.

The Process

User Interface Design

Based on the refined wireframes and user-tested iterations, we crafted a visually captivating and cohesive interface design. The design elements evoked the essence of Italian culture and cuisine, creating an immersive and delightful user experience.

User testing & Iteration

User testing played a significant role in ensuring the usability, intuitiveness, and overall experience of the app. Through user feedback, we iteratively refined the design, making continuous improvements to meet the needs and expectations of our target audience.
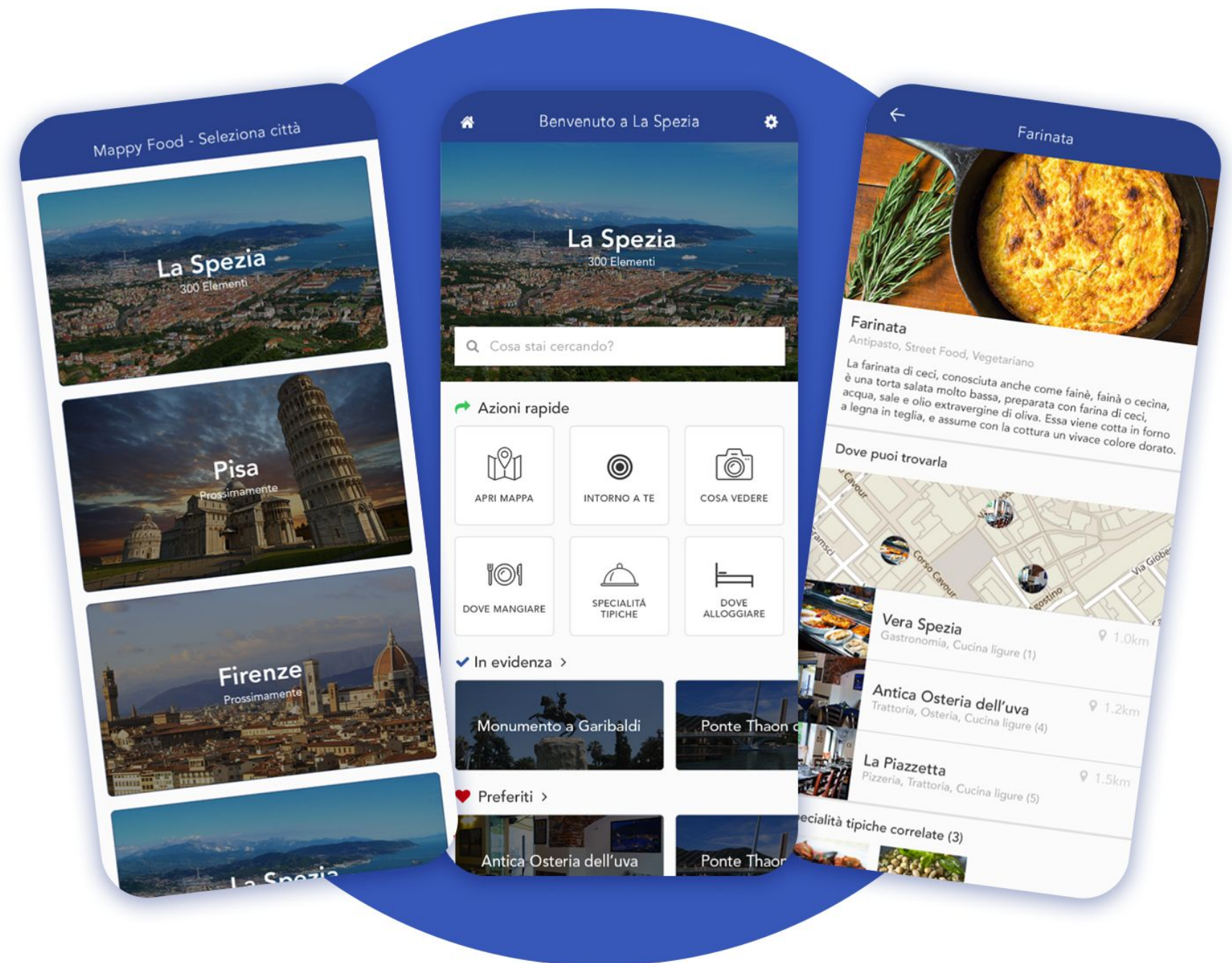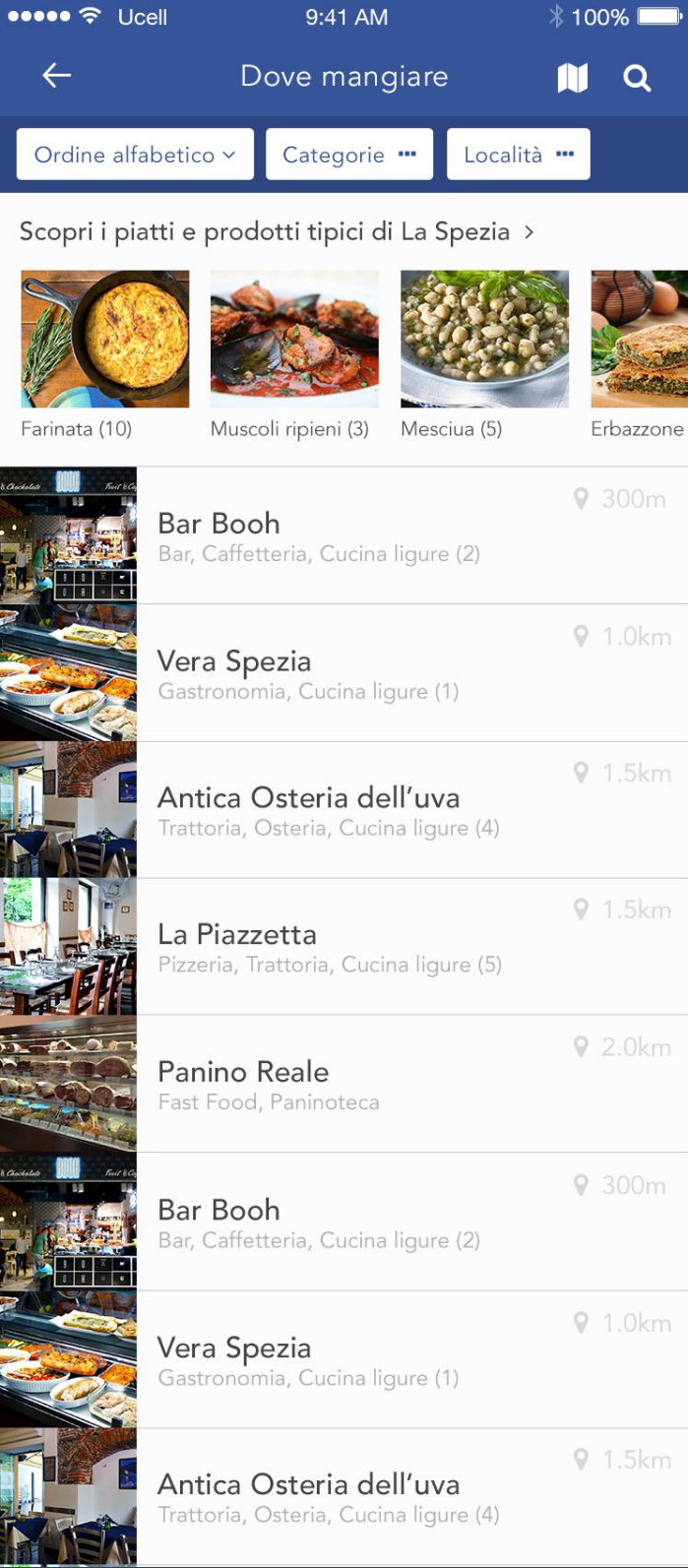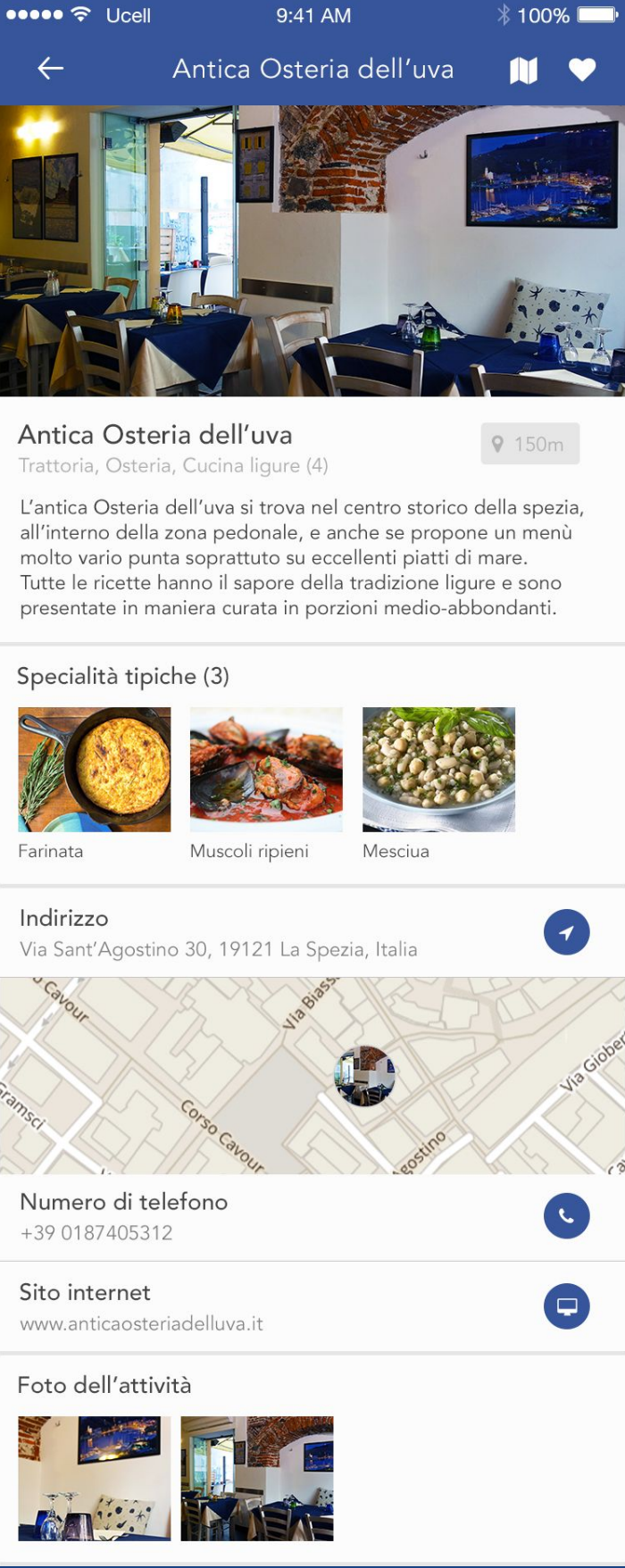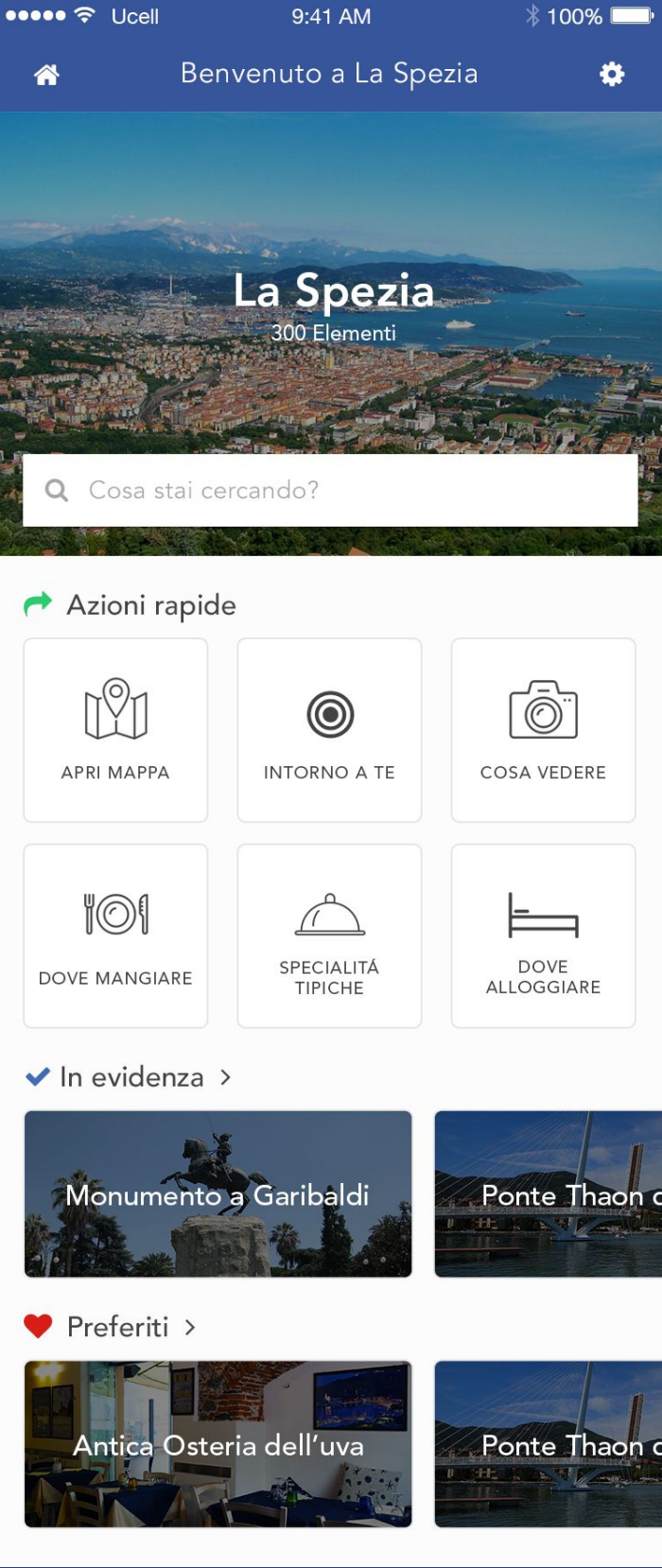
Mappy Food - App Screens

The Outcome

The final product was an app that delivered a simple and effective user experience, providing quick and clear information to tourists while offering businesses increased visibility. The app also featured a dedicated section for business owners to effortlessly manage their information and update their activities.

Key Results

60

N. signed up business pre-launch

60 businesses subscribed to Mappy Food even before the official launch, highlighting the platform's appeal and value proposition to local establishments.

5,000

N. Downloads within first 3 months

The app received **5,000 downloads within the first 3 months**, indicating strong initial user adoption and a genuine interest in discovering local food specialties.
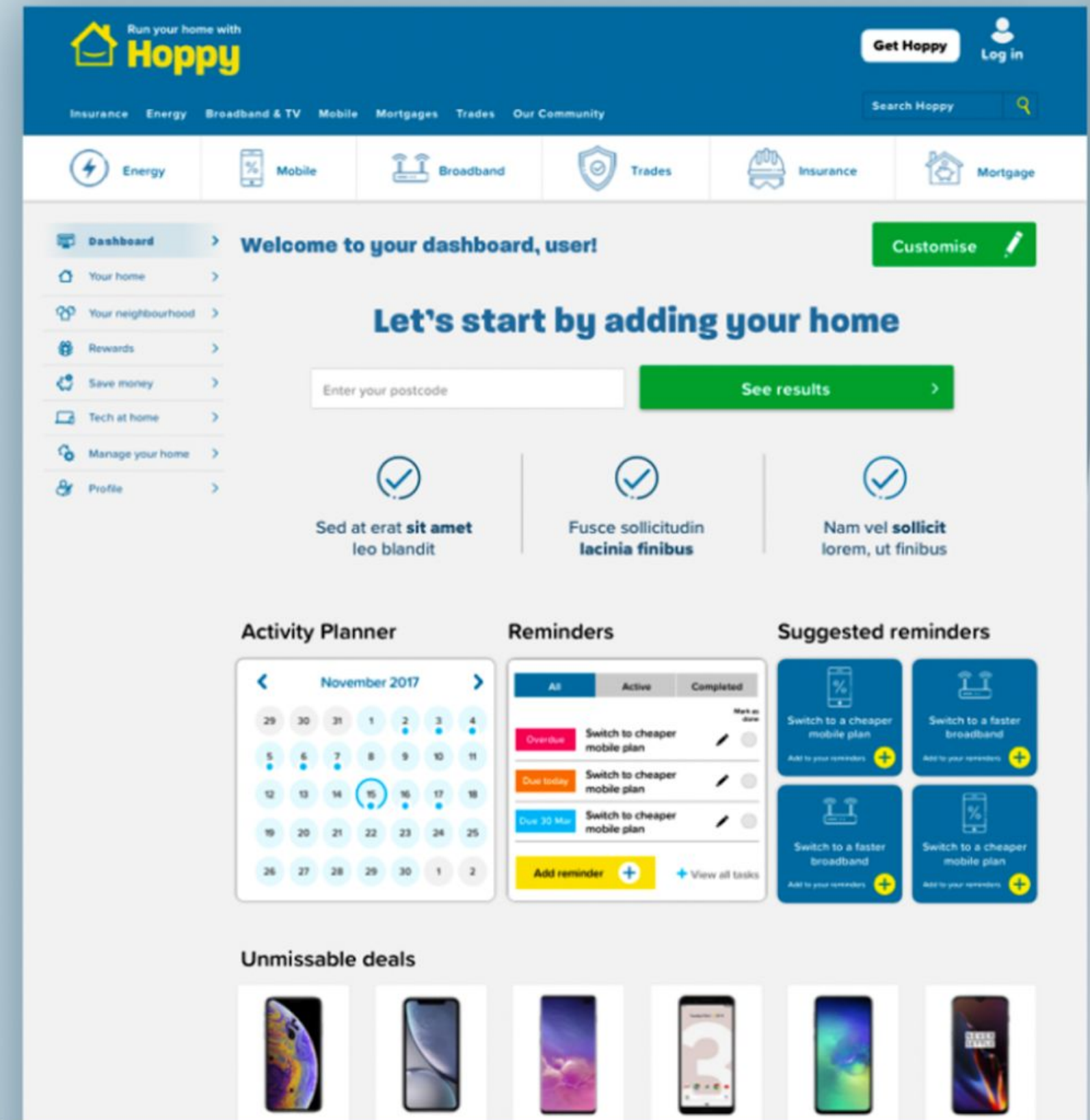
4.5

Avg. App Stores Rate

With an average rating of **4.5 on the app store**, users praised the app's intuitive interface, comprehensive content, and the quality of the dining experiences they discovered through Mappy Food.

4

Hoppy

Delivering a personalised Dashboard experience to EDF customers.

Introduction

Hoppy, a platform developed by EDF, a British energy provider, is dedicated to providing users with a comprehensive platform for utility, broadband, and mobile deals, as well as a convenient way to book tradespeople for home services.

As the Digital Strategist for Hoppy, I led a cross-functional team in redesigning the website, with a focus on implementing a personalized dashboard to empower users in managing their home expenses.

Challenges

- **Lack of a personalisation** to manage home expenses, view past requests, and update personal details.

- **Absence of a seamless and user-friendly experience** that allows users to take control of their space.

- **Limited time frame of 4 weeks** to deliver the solution.

The team and my role

As the Digital Strategist, I played a pivotal role in leading a cross-functional team, consisting of a Product Manager, Senior Developer, and Visual Designer.

I was responsible for overseeing the project from inception to completion, managing relationships with senior-level stakeholders, and ensuring the alignment of business objectives with user needs.

The Process

Competitor Analysis

To inform our design decisions, we conducted a comprehensive competitor analysis. This involved evaluating competing platforms to identify their strengths, weaknesses, and unique selling points.

By gaining insights into industry trends and best practices, we would have been able to differentiate Hoppy's personalised dashboard and deliver a superior user experience.

User Research

Our user research efforts aimed to deeply understand the needs and expectations of Hoppy's target users. Through a combination of qualitative and quantitative methods, including interviews, surveys, and usability testing, we gained valuable insights into users' pain points, preferences, and behaviors.

This user-centric approach guided our design decisions, ensuring the dashboard addressed real user needs.

The Process

Sketched Wireframes

During this phase we focused our attention on the overall structure of the user area rather than the single elements of each section. At this stage, we began sketching things out as a way to prioritise content and exemplify the overall navigation patterns for each user task. Given there weren't any limitations or guidelines on the design of the user area, we focused on different layouts and flows.

Wireframing & Prototyping

Once approved, we transformed the sketched wireframes into a digital version and created a fully functioning prototype. This was used by the client to showcase the new section of the website to their investors as well as internally for our dev team as a reference guide during the development of all the new features.

Hoppy - Sketched Wireframes

The Process

Visual Design

With the wireframes as a foundation, we focused on the visual design phase. Collaborating with an external graphic designer, we developed designs for both mobile and desktop versions, aligning them with Hoppy's brand guidelines and design systems.

Custom icons were created to add a creative touch to the overall result. We extended the website's design system to encompass the dashboard elements, ensuring consistency and a visually appealing interface.

Hoppy - User personalised dashboards

The Outcome

We delivered a fully functional prototype of the personalized dashboard, which helped Hoppy secure additional investments and the required development budget. The dashboard's design and features were tailored to user needs and aligned with business goals, offering a seamless and empowering experience for Hoppy's users.

Key Results

+15

N. Product Features

Successfully implemented 15 new product features, significantly enhancing the platform's functionality, usability, and overall value. provided users with a more intuitive experience.

+27%

Returning users increase

Within just one month from the launch, the dashboard achieved an impressive +27% returning users rate, indicating a high level of user engagement and satisfaction.

+12%

Conversion rate lift

The redesigned dashboard led to a +12% lift in the website's conversion rate within three months from launch, highlighting its effectiveness in driving user actions and achieving Hoppy's business goals.

Thank you for reading!

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