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## PROFESSIONAL SUMMARY

Product Designer (UX/UI) with 10+ years leading end-to-end product design across web and mobile in consulting, enterprise and startup environments. Experienced in facilitating workshops, visualising concepts and flows, translating ambiguity into clear design directions, and moving from discovery through prototyping to delivery. Partners with Product, Engineering and stakeholders to shape product and service experiences, align teams and deliver scalable, human-centred solutions.

## SKILLS

- **UX & Product:** End-to-end product design, UX strategy, service design, journey mapping, information architecture, user flows, discovery research, usability testing, concept validation.
- **UI & Systems:** Design Systems, component libraries, responsive UI, wireframes, prototypes, accessibility, developer handoff, Design QA, documentation.
- **Collaboration:** Workshop facilitation, co-creation, stakeholder interviews, design sprints, concept visualisation, stakeholder alignment, presentations, cross-functional collaboration.
- **Tools:** Figma, FigJam, Adobe XD, Adobe Creative Suite, Miro, Jira, Confluence, basic HTML/CSS, AI-assisted tools.

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## EXPERIENCE

### DESIGN CONSULTANT (Senior Product Designer, UX/UI) | COUNCIL OF THE EU • Brussels | Aug 2024 – Mar 2026

- Owned the end-to-end redesign of complex alerts and subscription journeys (75,000+ subscribers, 100+ newsletters, 24 languages), improving clarity, reducing time-to-subscribe and removing legacy UX debt.
- Led discovery research, user interviews and usability testing on onboarding, product selection and preference-setting journeys; simplified journeys, flows, IA and content to improve task success and stakeholder confidence in decisions.
- Created responsive, accessible prototypes and contributed reusable components to the Design System, partnering with developers and guiding other designers on Figma and Design QA best practices.
- Turned 5,000+ survey responses into actionable insights that informed the 2024 and 2025 Product Design roadmaps.
- Defined and tested use cases for an internal generative-AI assistant powered by EU document data, a novel interaction.

### LEAD UX/UI DESIGNER | SKILLERJOBS • Zaventem | Aug 2023 – Feb 2024

- Led end-to-end product design from zero to MVP for an AI-powered job-matching and recruitment SaaS, defining multi-sided B2B/B2B2C workflows for candidates, employers and third-party providers.
- Planned and ran user interviews, sketched concepts, created flows and wireframes, and iterated live Figma prototypes to validate value propositions and align stakeholders.
- Collaborated closely with the founder, product owner and developers in a fast-moving environment, balancing speed and structure to ship a usable, testable MVP.
- Used AI-assisted design tools to explore alternative concepts, flows and interface directions at speed.

### LEAD UX DESIGNER | WE ARE AMPLIFY • London | Aug 2023 – Sep 2023

- Designed and prototyped an in-store touchscreen game experience that matched Jongga products to customers' personalities, integrating playful interaction with clear product education.
- **Achievements:** 5,000+ attended the sold-out event; 97% of attendees would now purchase Jongga; 27% consideration uplift; work won Best Pop-up Experience, Best Exhibition, Best Food Experience and Best Pop-up Store awards.

### UX LEAD | OGILVY • London | Nov 2022 – Feb 2023

- Led research, UX and UI design for new global digital products and services, supporting the Director of UX Strategy and Head of UX while mentoring junior and mid-weight designers. **Selected projects, as UX Lead:**

- **Rolls-Royce:** Defined initial UX and written requirements for a £5b climate-tech fund website and online learning portal.
- **McCarthy Stone:** Ran in-person contextual inquiry and call-centre interviews to inform the current-state service blueprint.
- **Nestlé:** Oversaw conversational UX and clickable prototype design for client walk-through of a customer rewards chatbot.
- **TikTok & Unilever:** Oversaw web landing page designs supporting their joint climate-pledge campaign.

### SENIOR PRODUCT DESIGNER (UX/UI) | PwC • London | Jul 2021 – Jan 2022

- Designed an AI-powered financial data tool that empowers consultants to enrich client engagement projects.
- Worked within a global product development team, turning complex datasets into accessible, actionable interfaces.
- Defined UX and final UI assets with product managers and lead engineers to meet business requirements.
- Led research (scoping through interviews and moderated usability testing); synthesized findings for senior stakeholders.
- Sketched and prototyped new concepts and flows while improving existing features and growing the design system.

### UX LEAD | IMMEDIATE MEDIA • London | Jul 2019 – Sep 2020

- Led a team of 4 designers as UX Lead for the ACT workstream (Ads, Commerce, Registrations and Subscriptions).
- Previously served as UX Architect in the Bazinga innovation squad, leading UX and a UI Designer.
- **BBC Gardeners' World:** Created an AI-assisted gardening mobile app concept: research, MVP, prototype, usability testing.
- **BBC History Extra:** Audited, redesigned, optimised Subscription, Authentication and Checkout flows pre-launch in the USA.
- **BBC brands:** Researched, designed, prototyped and tested a Single Sign-On feature for different BBC brand websites.
- **BBC History Extra:** Redesigned Product Selection, Subscription and Checkout flows; added back-end editorial features.
- **Olive, Bike Radar, Radio Times:** Designed and tested concepts to reduce ads while maintaining revenue for the business.
- Briefed and collaborated with the Data (A/B testing, Machine Learning), Insights (surveys), Marketing and Legal teams.

### UX, UI and Web DESIGNER | CARINE NGUZA LTD • London | Mar 2019 – Jun 2019

- **Selected freelance projects:** Soul Surf School (UX Audit), BrandLaw (UX Audit), Techrelate (B2B IT website redesign), Sybil Says (B2B marketing website design), Green Building Council SA (member portal dashboard UI and icons design).

### UX DESIGNER | OCTOPUS • London | Jul 2018 – Feb 2019

- **Octopus Venture Capital:** Conducted Research, UX and UI Design for the launch campaign of a UK-US business report.
- **Octopus Group / Octopus Healthcare:** Service Design, UX Design and mobile-first approach redesign of website.

### UX DESIGNER | LAUNDRYHEAP • London | Sep 2017 – Oct 2017

- Improved the mobile booking journey for the consumer app and the website, using a mobile-first and Agile approach, supporting the UK startup's rapid scale-up across 10+ markets.

## EARLIER CAREER HISTORY

- **Head Designer** at Woolworths Financial Services. 2012-2013. Led campaigns across digital and print touchpoints.
- **Design Director** at Twist Consulting. 2011. Coordinated projects and assigned designers, guiding them throughout.
- **UX/UI, Web** and Graphic Design contractor for clients including HSBC Global and Green Building Council. Pre-2018.

## EDUCATION

- Figma premium training: Advanced prototyping and Design Systems | Figma for EU Commission staff | 2026
- UX Design Immersive | General Assembly | 2017
- Master Class in Entrepreneurship in the creative industries | Constructus | 2012
- BA Integrated Marketing, Visual Communications | AAA School of Advertising | 2003 – 2006

## LANGUAGES & ELIGIBILITY

**Languages:** Native English • Bilingual French • Beginner Spanish

**Working eligibility:** Belgian citizen with EU work rights; UK permanent resident with UK work rights.