
PROFESSIONAL SUMMARY

UX Designer and Researcher with 9 years designing complex digital products for enterprise, public-sector, startup, B2B, B2C and B2B2C environments. Skilled in generative research, evaluative research, and designing data-heavy tools from early concepts through to interactive Figma prototypes and implementation-ready mockups. Works closely with Product, Engineering and business stakeholders to turn requirements into clear user/work flows and task-based interfaces.

SKILLS

- **UX Research:** Generative, evaluative, and observational research. Competitive analysis and benchmarking. User interviews, usability testing, survey design and analysis, research synthesis, insight presentation.
 - **UX Design:** Information Architecture, content structuring, user flows, task-based workflows, journey mapping, interaction design, requirements gathering, concept validation, UX writing and content writing.
 - **UI Design:** Design Systems, reusable components and libraries. Figma variants, properties, and auto-layout. Icons, illustrations, animations. Responsive mockups, developer specifications, Design QA, Accessibility standards.
 - **Collaboration:** Stakeholder interviews, workshop facilitation, cross-functional delivery with product owners, business analysts and developers, presenting findings and trade-offs.
 - **Tools:** Figma, Adobe Creative Suite, Miro, Jira, Confluence, Claude (AI), Perplexity (AI), basic HTML/CSS.
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EXPERIENCE

DESIGN CONSULTANT (Research, UX, UI) | COUNCIL OF THE EU • Brussels | Aug 2024 - Mar 2026

- Owned the redesign of complex alerts and subscription workflows across 100+ newsletters and 24 languages, improving clarity, reducing time to subscribe and simplifying information-heavy journeys.
- 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.
- Designed responsive, accessible Figma prototypes and implementation-ready mockups using reusable design-system components, working closely with developers on delivery and design QA.
- 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 sets.

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

- Led 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, improving the value proposition, testing and validating assumptions leading up to MVP definition and product launch.

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

- Designed and prototyped a touchscreen experience that matched client's products to customers' personalities, integrating playful interaction with clear product education during their launch in a new geographic market.

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:**
- **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 of a customer rewards chatbot.

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

- Designed an AI-powered financial data tool for integrating benchmarking calculations into 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

- Delivered freelance UX and interface design work for B2B and member-platform clients, including audits, website redesigns and dashboard UI. Clients include: BrandLaw, Techrelate, Sybil Says, and the Green Building Council South Africa.

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

- **Octopus Venture Capital:** Conducted Research, UX and UI Design for the launch of an important UK-US business report.
- **Octopus Group / Octopus Healthcare:** Service Design, UX Design and mobile-first approach to redesigning the 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 DESIGN EXPERIENCE

- **Head Designer** at Woolworths Financial Services. 2012–2013. • **Design Director** at Twist Consulting. 2011.
- **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 resident with UK work rights.