

Carine Nguza | Senior Product Designer

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SUMMARY

Senior Product Designer specialising in complex, data-rich and regulated digital products, with extensive experience shaping end-to-end services that turn ambiguity into clear, usable and accessible experiences. Experienced in leading discovery through delivery with Product, Engineering, Data and business stakeholders, using research, evidence and rapid iteration to design solutions that maximise customer impact. **More recently:** contracting through my London-based company for part-time design projects; exploring AI tools in research, concept testing and design delivery.

SKILLS

- **UX & Product:** End-to-end, Service and customer journeys, UX strategy, journey mapping, information architecture, user flows, discovery research, usability testing, concept validation and metrics-driven iteration.
- **UI & Systems:** Design Systems, component libraries, responsive UI, wireframes, prototypes, developer handoff, Design QA, documentation, accessible and inclusive design.
- **Collaboration:** working with legal, compliance and policy constraints; cross-functional collaboration with Product, Engineering and Data teams; stakeholder interviews, team alignment, facilitation, co-creation and design sprints.
- **Tools:** Figma, Adobe XD, Adobe Creative Suite, Miro/FigJam, Jira, Confluence, basic HTML/CSS, AI and research tools.

EXPERIENCE

Lead Designer (Product, UX/UI) | The Council of the European Union • Brussels | Aug 2024 – Mar 2026

- Owned the end-to-end redesign of complex alerts and subscription journeys (75,000+ subscribers, 100+ newsletters, 24 languages), simplifying flows and removing legacy UX debt to improve task completion and time-to-subscribe.
- Led discovery research, user interviews and usability testing across onboarding, product selection and preference-setting journeys, turning ambiguity into clear Information Architecture, streamlined flows and evidence-based design decisions.
- Created responsive, accessible Figma prototypes; extended the Design System with reusable and scalable components.
- Partnered with engineers and coached designers on visual craft, interaction patterns, UX and Design QA best practices.
- Turned 5,000+ survey answers into actionable insights feeding into 2024 & 2025 Product roadmaps and Design priorities.
- Defined and tested use cases for an internal generative-AI assistant powered by EU document data – a novel interaction.

Lead Product Designer UX/UI | 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 platform, defining multi-sided B2B/B2B2C workflows for candidates, employers and third-party providers in a data-rich environment.
- Planned and ran user interviews, mapped user journeys, created detailed flows and wireframes, and iterated high-fidelity Figma prototypes to validate value propositions and align cross-functional stakeholders.
- Collaborated closely with founder, Product Owner and Developers in a fast-paced Agile setup, balancing speed and structure to ship a usable, testable MVP and influence product direction through UX strategy.
- Used AI-assisted design tools to rapidly explore alternative interface directions, supporting experimentation.

Lead UX Designer | We Are Amplify • London | Aug 2023 – Sep 2023

- Designed and prototyped an in-store touchscreen game that matched Jongga products to customers' personalities, blending playful interaction design with clear product education and measurable engagement outcomes.
- **Achievements:** 5,000+ attended sold-out event; 97% of attendees would now purchase Jongga; 27% consideration uplift;
- **Awards:** Best Pop-up Experience, Best Exhibition, Best Food Experience and Best Pop-up Store, demonstrating UX impact on adoption and retention.

UX Lead | Ogilvy • London | Nov 2022 – Feb 2023

- Led research, UX and UI design for new global digital products and services, supporting Director of UX Strategy and Head of UX while mentoring junior and mid-weight designers and raising overall design standards. **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 | PwC • London | Jul 2021 – Jan 2022

- Designed an AI-powered tool that turned complex financial datasets into intuitive, actionable interfaces for consultants.
- Worked within a global scrum product team to shape data-rich dashboards and workflows from business requirements.
- Defined UX and final UI assets with product managers and lead engineers to ensure feasibility, alignment and success.
- Led research (scoping through interviews and moderated usability testing); synthesised 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 work stream (Ads, Commerce, Registrations and Subscriptions).
- Previously served as UX Architect in the Bazinga innovation squad, leading UX and mentoring 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 ahead of USA launch.
- **BBC brands:** Researched, designed, prototyped and tested a Single Sign-On feature across different BBC brand websites.
- **BBC History Extra:** Redesigned Product Selection, Subscription and Checkout flows while adding back-end editorial tools.
- **Olive, Bike Radar, Radio Times:** Designed and tested concepts to reduce ads while protecting revenue for the business.
- Worked directly with the Data (A/B testing, Algorithms), Insights (surveys), Marketing and Legal teams to deliver projects.

Product Designer, UX/UI and Web | Carine Nguza Limited • London | Mar 2019 – Jun 2019

- Freelance: delivered UX audits, B2B web redesigns, CMS setups and dashboard UI for clients including Soul Surf School, BrandLaw, Techrelate, Sybil Says and The Green Building Council.

UX Designer | Octopus • London | Jul 2018 – Feb 2019

- **Octopus Venture Capital:** Led Research, UX and UI for a UK-US business report campaign & Octopus Insights web pages.
- **Octopus Group / Octopus Healthcare:** Redesigned the websites; included a story-led funnel to guide all B2B audiences.

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 17 international markets.

Early Career History • London and Cape Town | Leading up to Sep 2017

- **Head of Design and Art Direction** at Woolworths Financial Services, of Woolworths Holdings.
- **Product Designer, UX/UI and Web** contractor for clients such as HSBC, covering brand, marketing and product interfaces.

EDUCATION

- Figma: Advanced prototyping and Design Systems | at Figma online training for Enterprise (EU Commission staff)
- Diploma: UX Design Immersive (UXDi) | at General Assembly London
- Certificate: Master Class in Entrepreneurship in the creative industries | at Constructus Masterclass
- Degree: BA Integrated Marketing, Visual Communications (Art Direction & Graphic Design) | at AAA School of Advertising

LANGUAGES & ELIGIBILITY

Languages: Native English, Bilingual French.

Working eligibility: Full UK work rights. Indefinite Leave to Remain. Full EU work rights, also indefinitely.