

**Carine Nguza** | Senior UX Designer | Researcher  
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## SUMMARY

**Senior 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, evidence based iterations and implementation-ready files. **More recently**, contracting through Drageons Limited; exploring AI tools for research, concept testing and design delivery.

## 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, Sketch, Adobe XD, Adobe Creative Suite, Miro, Jira, Confluence, basic HTML/CSS, AI and research tools.

## EXPERIENCE

### Lead Designer 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, scalable components.
- Partnered with engineers and coached designers on visual craft, interaction patterns 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 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 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.
- **UX/UI and Web design** 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. Full EU work rights.