

Personal Profile:

Currently Lead UX Designer at Amazon, driving and owning navigation and personalisation CX initiatives for global retail.

Over 20 years of experience in technology, media, finance, and commerce.

Key start-ups contributor, played pivotal roles in pioneering new industries, scaling businesses to 500+ employees, and driving global expansion.

- Launched features on Amazon's online global retail, reaching over 300M customers and generating up to \$250M in annual sales.
- Unified large global XFN teams to develop solutions and secured VP and SVP alignment and approval through presentations.
- Drove strategic planning and effort scoping for ATL / BTL initiatives in close coordination with PMs, engineers, and stakeholders.
- Managed projects life-cycles, built the end-to-end UX including design systems for B2C, B2B and SaaS for desktop & mobile.

Employment History:

Amazon | Lead UX Designer

Dec 2016 — Present

- Led and facilitated cross-functional team ideation workshops, opportunity mapping sessions, and design sprints to explore innovative ideas, identify areas for improvement, enable quick decision-making, and align on shared goals.
- Responsible for identifying customer pain points, uncovering opportunities, and solving complex CX problems by:
 - Performing walk-the-store / app customer studies, competitor benchmarking and creating customer stories, journeys, personas and narratives to understand customer frustrations, behaviours, and expectations.
 - Run live experiments on Amazon's global retail stores that reached hundreds of millions of customers, to collect quantitative data, gain in-depth insights, validate hypotheses, and ensure solutions address real customer needs.
 - Conducted qualitative design & A/B validation studies using handcrafted dynamic prototypes on mobile & desktop.
- Managed multiple time-sensitive projects with a bias for action, delivering high-quality results by focusing on the 20% of tasks that drive 80% impact. Spearheaded annual team goals planning, influencing the prioritisation of ATL / BTL initiatives and scoping UXD and UXR efforts to deliver optimal outcomes aligned with customer and business needs.
- Collaborated with global XFN teams to share, communicate and align on ideas and solutions to secure SVP approval.
- Ensured design proposals meet WCAG accessibility and usability standards, using clear inclusive language, optimised colour schemes and easy navigational layouts to support customers with visual impairments and cognitive disabilities.

Daizy AI | Sr. Product Designer (Consultant & Founding Member)

Jan 2021 — Nov 2024

- Developed the mobile & desktop products from the ground up, optimising usability through benchmarking and research.
- Produced a scalable design system to ensure consistency across products, and provided guidance on best practices, user accessibility, and contributed to branding and marketing efforts.

Freelance & Personal Venture

Aug 2012 — Nov 2016

- **Freelance:** Roles included solving customer problems, improving UX to supporting large-scale marketing campaigns. *Clients: Wonga, The Independent, Evening Standard, FilmLight, Learn to Trade.*
- **Personal Venture:** Founded and established a business in the Philippines focused on offering a secure, transparent and easy to use online asset-to-funds lending service for local Filipinos.

Wonga | Creative Lead & Developer (Founding Member)

Nov 2007 — Aug 2012

- Designed and developed the website and mobile app from scratch, shaping the brand identity and improving UX.
- Executed diverse marketing campaigns, including email, animated banner ads, TV & radio advertisements, sponsorship branding for Newcastle United FC, covering stadium signage, football kits and more.

- Developed and launch multiple innovative products like PayLater, BillPay, Wonga for Business and more.
- Provided front-end development support, hand-coding in HTML, CSS, JavaScript and PHP.

Borro.com | Senior UX/UI Designer (*Founding Member*)

Sep 2007 — Jan 2008

- Worked with the founder from first inception. Defining the customer opportunity, creating user journeys and prototype which aided toward securing funding. Borro.com stands as a leading UK & US online lending service for luxury assets.

Visual Media FX | GUI Designer (*Graphical User Interface*)

May 2005 — Sep 2007

- Designed and developed video editing and special effects SaaS (Software as a Service) products for B2C and B2B.

E-IT Solutions UK Ltd. | Web Designer

Feb 2003 — May 2005

- Designed websites for small to medium business, and search engine optimisation (SEO) services - driving traffic.

United Nations (UNAIDS) | Graphic Designer

Jul 2002 — Jan 2003

- Graphic Designer: Designed and collaborated with partners like The World Bank on the production of educational materials including booklets and manuals for international distribution.

Education:

- **BA (Hons) Degree in Graphic Design | University of Bedfordshire**

Sep 2000 — Jul 2002

Skills:

- UX Research: qualitative design validation & quantitative live experiments, survey studies, and data reports.
- Figma, Sketch, XD, Axure, Photoshop, Illustrator, InDesign, Premier Pro, After effect and more.
- Hand-coding in HTML, CSS, JavaScript and PHP.
- Using agile methodologies and team project management tools like Jira and Asana.
- Print production and digital marketing (emails & animated banner ads).

Awards:

Explore my full list of achievements and industry awards by visiting my online portfolio at www.hiqdigital.co.uk.

Wealth & Finance International	Daizy: Most Innovative AI-Led Financial Analysis Tool	2024
World Future Awards 2024	Daizy: Best AI-powered Financial Services	2024
Wealth & Finance International	Daizy: Best AI-Enabled Sustainable Investment Platform	2021
Amazon DICE Award	Going beyond to support Diversion, Inclusion, Catalyst & Evangelist.	2019
Amazon IC Tech Hackathon	EU runner up	2017
Emarketeers	Wonga.com: #9 - The 40 Best Error 404 Pages	2011
Startup 100 Awards	Wonga.com: Online Business of the Year	2009
Interactive Media Awards	Wonga.com: IMA Outstanding Achievement Award	2009 & 2010
International Business Awards	Wonga.com: Best New Service & Product in Financial Services	2008
RED HERRING TOP 100	Wonga.com: Best start-ups in Europe	2008 & 2011