

Kardo Ayoub / Experience Design Director

I'm an Experience Design Director with over 15 years experience, contributing to the success of a wide range of B2C, B2B, and employee-focused projects, for startups through to large multinational organisations.

My strength is in leading and delivering projects across digital channels, building brilliant teams, and forming robust processes to deliver results. I'm a designer who enjoys being hands-on as often as possible, mentoring and investing in the team around me, equipping them with the skills and tools to deliver world-class products.

My role is to ensure that all creative work meets the organisation's standards of quality, usability, accessibility, and brand consistency, meeting clients' requirements for functionality and performance.

I have extensive experience building relationships and communicating design ideas to C-Suite stakeholders, and advocate the value of Experience-led thinking to drive business success.

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SKILL SET

LEADERSHIP

Design Leadership, Digital Strategy, Design Advocacy, Workshop Facilitation, Pitching, Stakeholder Management, Team Building, and Mentoring.

DESIGN

Experience Design, Product Design, UX & UI Design, Design Systems, High and low fidelity prototyping, User Journey Mapping, Information Architecture, User Testing, Digital Branding, Sustainable, Inclusive, and Accessible Design.

SOME CLIENTS I'VE COLLABORATED WITH

				
				
				
				

QUALIFICATIONS

I hold a First-Class Honours degree in Human-Computer Interaction and Computer Visualisation. IDEO Designing for Change certification, as well as several credible design awards such as UXUK and multiple Digital Impact awards.

LANGUAGES

English, Arabic, Dutch, and Kurdish

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WORK EXPERIENCE

THE TEAM

The Team is a strategic brand and design agency working across B2C and B2B for multiple sectors and markets. Experience Design is a key capability focused on user-centric digital outputs, where I began as a senior designer and rose to become Experience Design Director, leading the offer.

EXPERIENCE DESIGN DIRECTOR / 2018–2023

- End-to-end responsibility for all Experience Design projects from pitching, concepts through to delivery.
- Introduction of different ways of working, improving process efficiencies.
- Team building, recruitment, management and mentoring.
- Embedding design squads within internal and client-side teams. Skill-share and promote the value of design thinking.
- Raised the agency profile to **top 10** Digital Agencies in Design Week The Digital Drum Census.

KEY PROJECTS

- Established the Future experience vision for NS&I's **25 million active customers**.
- NS&I website, Digital Brand, Experience Principles, Atomic Design System, and Brand Hub using Zeroheight.
- English Heritage Digital Transformation. Resulting in an increase of **422,000** in memberships and **1.2 million** in first-time historic site visitor within three years. **60%** increase in e-commerce transactions, **200%** increase on organic search, **500%** increase in event tickets transactions on tablet and mobile. **UXUK Awards** winner for best in Entertainment and Leisure.
- Digital Transformation of The Law Society improving the experience for **160,000** members.
- IBM Diversity & inclusivity strategy and digital knowledge hub for more than **280,000** colleagues.

DIGITAL CREATIVE LEAD / 2014–2018

- Strategic and leadership focused role covering client relationships and stakeholder management as well as leading Senior designers, Middleweights, Juniors and Mentees.
- Established the first Digital Internship Scheme in the agency working with universities such as Kingston, Brunel, and Ravensbourne to discover and nurture young talent.

KEY PROJECTS

- Multi space, multi touchpoint Experience Bunker for G4S' Data Driven Security capability.
- Creation of Mio, a home buying and selling mobile application to guide customers through the process of property transactions. Shortening completion time by **1 week** and reducing customer anxiety by **46%**.
- Gamifying Southwest Airline's Hospitality app. Educating **55,000** colleagues about the value of hospitality. **80%** engagement and training completion within **2 weeks**.

SENIOR DIGITAL DESIGNER / 2012–2014

- This was the start of 11 great years at The Team. I joined a talented team of UX and UI designers working on a range of projects from exploring emerging tech to large strategic brand experiences.

KEY PROJECTS

- Working with Cisco and John Lewis to create and launch one of the earliest in-store augmented reality mirrors and experiences in the retail industry.
- Launching NS&I's Prize Checker mobile application enabling **21 million** Premium Bond owners to check their monthly prizes.
- Heathrow's new T2 walkthrough and guide application.

TMP WORLD WIDE / 2010–2012

TMPW is a recruitment advertising agency. My role was focused on designing careers websites, creative recruitment campaigns and job application journeys.

KEY PROJECTS

- Bank of England Careers website.
- HSBC Future Leaders recruitment campaign.
- One of the earliest GPS based social treasure hunt games for Jaguar Land Rover apprenticeship scheme resulting in **350%** increase in internship applications.

EXPERIENCE

● MONOCHROME / 2009–2010

As a start-up, Monochrome specialised in Rich Internet Applications (RIA) dashboards and data-rich interfaces for global clients. As a Senior Product Designer my role stretched across requirement gathering stages, UX, UI, and interaction design of custom application interfaces and data dashboards.

● EMS / 2007–2009

First senior role, involving pitches, stakeholder engagement, and managing a design ops squad. There was no separation between UX, UI and Front-ed Dev in those days. As a designer you did it all, which taught me a huge amount.

● MULTIPLE FREELANCE ROLES

Multiple freelance roles in the medical, tech, arts and crypto sectors.

TOOLS



zeroheight

A FEW KIND WORDS

I first met Kardo when The Team pitched for the English Heritage Charity Website. We were immediately impressed by Kardo who, as Design Lead, combined deep research, infectious enthusiasm, and the kindest constructive challenge. The result was a fantastic creative partnership with one of the best examples of collaborative working between agency and in-house team I've experienced.

Tamsin Burwell

Head of Digital English Heritage

Kardo took on the task of mentoring me as part of The Team's internship programme back in 2014. From the very beginning, he was incredibly calm and collected and taught me when to ask the right questions and when to explore through designing, doing and thinking. He instilled in me the confidence to express myself creatively, skills that I still use to this day.

OLIVER EVILL

Associate Creative Director at AKQA

I worked with Kardo in my role at NS&I. His experience and perspective was absolutely invaluable. What makes him really standout though is his genuine passion for solving his clients problems as a partner. His working style is not to arrive with an off the shelf solution but is to listen, challenge, adjust and stand next to you in what is often a battle to improve the approach to customer experience in an organisation.

Mercedes Clark-Smith

Head of Customer Journey NS&I

I've had the pleasure of working with Kardo at a number of agencies over the years. Not only is Kardo an exceptional design talent he is also a wonderful, kind and thoughtful individual. Kardo has a wealth of experience in delivering truly world class digital experiences for his clients. I would have no hesitation in recommending Kardo to any potential employers or clients.

Clay Thompson

Executive Director User Experience Design at Goldman Sachs