

Kardo Ayoub

User Experience Design Leader

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Design Leader specialising in User-Centric Experience and Product Design, with over 15 years of experience contributing to the success of a wide range of B2B, B2C, internal (employee/ colleague experience) platforms and products for start-ups through to large multinational organisations.

My experience spans across different sectors from energy and fintech, through to technology, public sector, and health, with clients including BP, British Gas, Heathrow, Barclays, HSBC, FCA, NS&I, BT, IBM, Sony, The Law Society, English Heritage, Iceland, SCOPE, Brain Research UK, and Postscript Medical.

My approach is user-first and I always ensure that all design projects meet the organisation's standards of quality, usability, accessibility, consistency, and scalability to offer the best functionality and user experience, while always keeping the business strategy, objectives, results, and returns front of mind.

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

Design skills:

- User-centred design
- User experience design
- Workshop facilitation
- User research
- Personas
- Information architecture
- User journey mapping
- Concepts and wire-framing
- Interactive prototypes
- User testing
- Product design
- UX, UI, and interaction design
- Responsive web design
- Mobile applications: iOS and Android
- Trade products, data visualisation platforms, and dashboards
- Enterprise SaaS platforms e.g. ASP, AEM
- Atomic design principles, Design systems, Brand, and Component libraries
- Usable, accessible, and scalable design

Leadership skills:

Design consultancy, Digital strategy and future vision, Creative direction, Pitching, Stakeholder management, Team building, Recruitment, Management, Mentoring, and ensuring collaboration between different teams.

Tools: Figma, Sketch, Zeplin, Invision, Adobe Suite, Zeroheight, Miro, Mural, Treejack, Hotjar, Confluence, Jira.

Qualifications: BSc. Hons. First-Class in Computer Visualisation (Including Human-Computer Interactions), IDEO 'Designing for Change' certification, as well as several credible design awards such as UXUK and multiple Digital Impact awards.

Languages: English, Dutch, and Arabic.

Work experience

Bros&Co: BP Renewables: Product Design Lead • Contract

12/23 - Present

Lead product designer responsible for the end-to-end design processes from facilitating discovery sessions with the business and end users to define problem statements, through to concept visualisation, wire-framing, prototyping, testing, and design. defining North Stars, MVPs, and help establish delivery roadmaps.

Key project

Portfolio Optimization Model, a B2B Biogas investment and trading platform/dashboard, to strengthen BP's competitive advantage in renewables' deals and trading. A platform that allows users to easily run complex quantitative modelling to optimise renewables trade deals, structures, and overall return on transactions.

The Team: Director of Product and Experience Design • Full time

05/12 - 12/23

Responsible for leading all Experience and Product Design projects across the portfolio of clients within the agency from pitching through to delivery.

- Building relationships, design leadership, and creative direction
- Introducing new processes and methodologies to streamline workflows and improve efficiency
- Introduced design sprints and agile working practices improving cross- discipline collaboration
- Breaking barriers between research, design, and development/engineering teams
- Hands-on from discovery and user requirements gathering stages, through to design and delivery
- Recruitment, management, and mentoring. Promoting the value of user-led design thinking

Key project

- Design of *NS&I's* banking applications, Design system, UX principles, websites, and banking products
- Establishing the digital strategy and Future Experience Vision for NS&I's **25 million customers**
- Colt Technology candidate journey experience using SAP SuccessFactors. An enterprise SaaS product offering an end-to-end job application solution, providing internal recruiters and HR features such as automation, data dashboards, analytic capabilities, L&D resources, and learning hub
- *English Heritage* Digital Transformation. Resulting in an increase of **422,000** in memberships, **1.2 million** in first-time historic site visitors within three years. **60% increase** in e-commerce transactions, **500% increase** in event tickets transactions on tablet and mobile. **UXUK Awards winner** for best in Entertainment and Leisure.
- Conceptual designs for future mobile products to improve the user experience and other offerings
- Creation of *PostScript Medical*. An application designed to improve communication between healthcare specialists and patients, when explaining medical issues and treatment plans using visual aids and illustrations. resulting in **72% Increase** in time efficiency during consultation and **83%** specialists reported explaining complex medical terms was made easier. **53% Increase** in adhering to treatment plans and medications. Supported by the *NHS Clinical Entrepreneur Programme*.

TMP WORLDWIDE: Senior Digital Designer • Full time

01/10 -05/12

An agency specialising in career and recruitment products and employee/ colleague experiences.

Monochrome: Senior Product Designer • Full time

03/09 -01/10

Specialised in Rich Internet Applications (RIA) dashboards and data-rich interfaces for global clients.

As a Senior Product Designer my role stretched from business requirements gathering and UX through to final design deliverables, collaboration with development engineers and QA.