

David Amofah

Lead Product Designer

david.amofah13@gmail.com | 07843960563 | South West London | [Portfolio](#) | [LinkedIn](#)



PROFILE

- **End-to-End Strategic Design:** Spearheaded end-to-end design for big brands, architecting complex systems that balance high-level business goals with seamless, intuitive user experiences.
- **Design Operations & Efficiency:** Pioneered and implemented new DesignOps methodologies that streamlined cross-functional workflows, significantly improving team scalability and operational effectiveness.
- **AI Integration & Innovation:** Strategically integrated AI into design workflows and product features, leveraging emerging technologies to drive innovative solutions and enhance creative productivity.
- **Scalable Design Systems:** Developed and maintained comprehensive design systems, including robust component libraries, rigorous style guides, and detailed technical documentation to ensure brand consistency at scale.

EXPERIENCE

Ubisense | Lead Product Designer | Nov 2023 - Dec 2025 | Full-time

- Led the Mercedes-Benz complex tool control tracking software and enhance the UX on features which has improved client satisfaction and led to more user engagement.
- Successfully designed a full drug lab tracking IBC system for AstraZeneca to monitor their pharmaceutical materials production progress.
- Led the full end-to-end design on Volvo's car location Bluetooth tracking system mobile app. I took the design from 0 to 1, from concept to MVP to ship. This has helped reduce the time it took to manually track cars on foot.
- Spearheaded new AI ideas for reports and built-in chat assistance system as part of our new potential product offering.

KIN Group | Product Design Lead | Jul 2023 - Dec 2023 | 6 month contract

- I established and implemented the whole design operation structure for the business within the first month.
- Launched and delivered their first MVP Syndicate (investment portal) product design ahead of time efficiently.
- Working on full end-to-end design and collaborating with engineering team, product owners and directors/founders.
- Owned and created the design system from the ground up, which helped gave the engineering and marketing team a clear and consistent design language, style and component library to use.

BP Launchpad, Fotech | Lead Product Designer | Oct 2021 - Apr 2023 | Full-time

- As the 1st design hire, I implemented a design system from scratch and maintained it as it evolved.
- Solved complex and exciting monitoring and tracking systems across our wind farm eco energy clients' UI platforms.
- Worked closely with the end users internationally and introduced new ways to give useful insights/feedback to the PMs and engineering team, which created a user-centred environment in our workflow.
- Some of my projects includes machine learning and AI technology on an international scale.

Caplin Systems (trading) | Senior Product Designer | Feb 2021 – Oct 2021 | Contract

- Worked on 4 FX trading platforms we offer to our clients in the financial sector.
- Led high-profile desktop/mobile FX trading projects for Santander, BBVA and ING banks
- Maintaining the company's complex multiple design systems, creating design docs and specs to support developers.
- Drove the investment wealth hub mobile app project for SCBS, Thailand's leading securities company, to offer financial products and services to institutional and retail investors in the capital market.

EXPERIENCE

Croner-i | Senior UI / UX Designer | Mar 2018 – Oct 2020 | Full-time

- Improved the foundation for the company's visual language, design system and rolled it out to all digital products which has improved consistent branding and even won new clients to the business.
- Working on the full end-to-end across all 5 products in a cross-functional team of full-Stack developers, PMs, business analysts, QA testers & also working with external agencies.
- Introduced a user-centred approach that has improved design decisions, user insights, tested new ideas, validated solutions, and improved user satisfaction. Also this has helped the business to engage more effectively with their customers.
- In charge of all design projects, hiring, and mentoring 2 junior designers on my team.

MORE EMPLOYMENT HISTORY

- **Edenred,** | Senior UI / UX Digital Designer | Jun 2017 – Jan 2018 | Contract
- **Debenhams** | Web Digital Design Production | Aug 2015- Apr 2017 | Full-time
- **BradleyDyer, Reigate (Digital Creative Agency)** | Web UI Designer | Sept 2011- Jul 2015 | Full-time

EDUCATION

Kingston University | Sept 2008 – July 2010

- Computer Science BSc (Hons) final year degree.
- New Technology Institution (NTI) 2nd year foundation degree.

South Thames College, Putney, London | Sept 2005 – July 2008

- Higher National Certificate in Computing (HNC)
- BTEC National Diploma for I.T. Practitioners
- City and Guilds Diploma I.T. Practitioner Level 2

SPECIAL ACHIEVEMENTS

2005 - 2008

- 2005 Diana of Wales Memorial Award - Wandsworth Borough Young Person of the year.
- 2007-2008 Awarded Adult Learners' - Higher Education of the year.

SKILLS

- Problem solving for complex system
- System thinker
- Figma
- Adobe Creative Suite
- Visionary designer
- Agile and adaptable
- UI design: desktop, mobile, website and tablets
- UX research: qualitative and quantitative techniques
- UX design: user-flow diagrams and wireframes
- Design systems: style guides and component libraries
- Team player: leader and collaborating across teams
- AI tool tech savvy
- Technical (HTML, CSS, JavaScript & Github)