

# 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

- **Mercedes-Benz | UX Improvement:** Spearheaded the redesign a complex tool control software, delivering enhanced UX features that directly improved user engagement and client satisfaction across enterprise car manufacturing operations.
- **AstraZeneca | Tracking Systems:** Designed a comprehensive IBC (Intermediate Bulk Container) tracking system to monitor pharmaceutical material production, ensuring rigorous oversight and operational integrity within a high-stakes laboratory environment.
- **Volvo Cars | Mobile App Location Tracking:** Directed the end-to-end design lifecycle for a Bluetooth based vehicle location mobile application, successfully streamlining car tracking workflows and reducing manual operational overhead for users.
- **AI Innovation & Product Strategy:** Pioneered the integration of innovative AI concepts and intelligent chat assistance into new product offerings, enhancing user self-service capabilities and future proofing the digital product roadmap.

KIN Group | Product Design Lead | Jul 2023 - Dec 2023 | Contract

- **Rapid Operational Leadership:** Established and implemented a comprehensive Design Operations framework within the first 30 days, optimising internal workflows and accelerating design-to-development efficiency.
- **MVP Delivery & Strategic Launch:** Spearheaded the design of the Syndicate investment portal, successfully launching the MVP design ahead of schedule through rigorous planning and iterative fast pace design flow.
- **Team Player & Technical Collaboration:** Partnered directly with Founders, Directors, and Engineering leads to drive end-to-end design processes, ensuring alignment between high-level business strategy and execution.
- **Design System Structure:** Built a scalable design system from the ground up, implementing a unified design language and a robust component library that standardised brand identity across Engineering and Marketing work streams.

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

- **AI & ML Integration:** Contributed design expertise to global Machine Learning and AI initiatives, delivering innovative digital solutions across multi-regional project work streams.
- **Foundational Design Leadership:** As the first design hire to build and scale a comprehensive design system, ensuring long term UI/UX consistency and cross-team adoption.
- **Eco-Energy Systems Design:** Engineered sophisticated monitoring and tracking interfaces for wind farm and oil pipeline sectors, translating complex environmental data into actionable insights for global energy clients.
- **Global Stakeholder Collaboration:** Facilitated high-level communication between international, Product Management, and Engineering teams to align product roadmaps with diverse user requirements.

## EXPERIENCE

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

- Designed and manage FX trading platforms, delivering bespoke digital solutions for corporate clients globally.
- Worked on cross-platform FX trading (Desktop & Mobile) for Santander, BBVA and ING ensuring high-performance user interfaces and compliance with rigorous banking standards.
- Managed an existing design systems and design spec, ensuring seamless hand-offs and pixel-perfect implementation for engineering teams.
- Led the end-to-end design of the Investment Wealth Hub mobile application for SCBS, driving financial products and services to institutional and retail investors in the capital market for Thailand's premier securities firm.

**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 in 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

## 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)

**References available on request**