

Jose Santos

Lead Product Designer

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Native Apps & SaaS | Design Strategy & Transformation

Lead Product Designer with 15+ years Designing native apps and SaaS products for global brands. I align design strategy with business KPIs to deliver fast, measurable impact, unlocking stuck projects, creating clarity in chaos, and driving innovation through practical design systems.

EXPERIENCE

Jul 2024 - Present
Typeform
Lead Product Designer

Redesigned Typeform's SaaS platform architecture and navigation, unifying fragmented experiences into a cohesive, scalable ecosystem. Defined design frameworks that improved usability, accelerated delivery, and enabled long-term product growth.

Jan 2024 - Apr
Virgin Atlantic
Product Design Lead

Established and scaled native app design capability for the digital team, aligning in-house and agency work through clear processes and standards. Delivered IA mapping, design foundations, and team upskilling that shaped a cohesive, scalable app experience.

Feb 2023 - Dec 2024
Nespresso
Global Product Design Lead

Directed the global redesign of Nespresso's native apps, establishing scalable design systems and UX processes aligned with business goals. Partnered across teams to deliver seamless, high-performing experiences achieving +18% downloads, +22% CVR, +25% transactions, and -7% uninstalls.

Apr 2021 - Feb 2023
John Lewis
Lead Product Designer

Led the redesign of John Lewis's e-commerce app experience, improving usability and conversion across digital channels. Introduced scalable design standards and collaboration processes that enhanced delivery speed by 28% and design consistency by 70%.

May 2018 - Dec 2019
ClearScore
Lead Product Designer

Enhanced ClearScore's experience through user-centred feature design that empowered users to manage their finances. Partnered closely with stakeholders to deliver impactful features that increased engagement by 43%. Improved usability and navigation, helping millions of users make more confident financial decisions.

Aug 2016 - Apr 2018
Just Eat
Lead Product Designer

Redefined Just Eat's iOS experience, setting new standards for design and delivery through cohesive UI libraries and a unified design language. This collaborative effort improved consistency and accelerated feature releases by 35%.

Dec 2015 - Jul 2016
Farfetch
Senior Product Designer

Lifted the iOS shopping experience by enhancing usability and conversion through data-driven design iterations. Delivered high-fidelity prototypes that informed decisions, resulting in a more intuitive and engaging interface for global users.

Jun 2015 - Nov 2015
Tesco PLC
Senior Product Designer

Contributed to the creation of a next-generation responsive website for the UK and international markets. By standardising handoffs and deployment workflows, reduced design delivery time by 20%, enabling more effective collaboration with cross-functional teams.

Apr 2011 - May 2015
Sky
Product Designer

Designed award-winning projects including the Sky Service app, Sky.com homepage, and F1 Race Centre. Delivered user-centred experiences that improved satisfaction, boosted engagement by 20%, and earned multiple industry awards for innovation and design quality.

CORE SKILLS & LEADERSHIP

Leadership & Team Growth

Servant leader focused on empowering teams through clarity, trust, and growth. Known for building high-performing, collaborative cultures and leading by example with integrity and empathy.

Product & UX Strategy

Align design decisions with business KPIs through research-driven insights, scalable systems, and cross-functional collaboration. Experienced in DesignOps practices, scaling processes that align design, product, and engineering.

UI & Visual Design

Expert in native app design, following Apple Human Interface Guidelines (HIG) and Google Material Design Guidelines. Grounded in Gestalt principles, shaping structure, hierarchy, and flow to create cohesive interfaces that strengthen engagement and brand loyalty.

Tools & Delivery

Design and prototyping in Figma, Principal, Protopie, Origami. Also proficient in Sketch, Adobe XD, Miro, Jira, Trello. These tools streamline workflows and ensure fast, consistent delivery.

EDUCATION

2001/2003
IADE
Communication Design Degree

Completed 3 of 4-year degree on Arts and Design, theory and practice. Focused on Graphic Design, New Media Design, Interaction Design, Aesthetics by IADE – Visual arts, Marketing and Design Institute. Lisbon