



# Ali Dalton

## Product Designer

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### PROFILE

A Lead Product Designer with over 10 years of experience in crafting digital products and services across a number of different roles at agencies, startups, and large corporations. Focused on effectively translating business requirements into engaging, seamless digital experiences which satisfy users and enhance their lives. A strong track record for approaching design with a user-centered focus and a solid understanding of how users emotionally engage with products and interfaces, as well as a keen eye for aesthetics, form, and brands.

### EXPERIENCE

#### Sky | Lead Product Designer

MARCH 2025 – PRESENT

Currently working as a Lead Product Designer on the native My Sky app to improve the existing customer experience. Designed and tested new sales journeys, including rolling out free trials for Sky Sports and Sky Cinema. Collaborating closely with product and engineering, and contributing to the evolving app design system while delivering in an agile setup.

#### Boston Consulting Group | Lead UX/UI Designer

AUG 2024 – DEC 2024

Hired as a Lead UX/UI Designer to introduce an AI-driven internal staffing tool optimised to match consultants with projects. Led product implementation and managed a design backlog including user insights, user testing and prototyping in a scrum agile environment.

#### bp | Lead Product Designer

MARCH 2021 – JULY 2024

Working in BP's incubation space, leading UI/UX design to digitise the forecourt experience with kiosk and self-checkout interfaces, enhancing customer experience and revenue. Leveraged AI for personalised recommendations, led user testing, and established a new design system. Additional projects included designing a portable battery rental service in Africa to address load shedding.

#### CitiBank | Senior UI/UX Designer

JAN 2021 – MAR 2021

Hired as a Senior UX/UI Designer on a 3-month contract to work on international payments and reporting. Enhanced the user experience of the existing legacy platform and implemented the global Citi design system.

#### Shell | Senior Product Designer

NOV 2019 – JUL 2020

Working as a Senior Product Designer at Shell Agile Hub, leading the design of a global backend order tracking platform. Oversaw end-to-end design, conducted usability testing with users in the Philippines and Poland, and revamped the UI using Shell's new design system. The redesign improved live call resolution by 20%, enabling faster, more data-rich order tracking for customers.

#### NatWest | Senior UI/UX Designer

OCT 2018 – NOV 2019

Senior UI/UX Designer for NatWest's innovative FX app and desktop platform. Led UI/UX for the native mobile app, creating UI style guides, a design system, and a component library to strengthen the brand. Collaborated with a Service Designer to embed user testing, run workshops, and foster a design-focused culture in an agile environment.

### EDUCATION

#### Brunel University | BA (Hons)

2009 – 2013

BA (Hons) Degree in Industrial Design Second Class (Upper Division) 2.1 With Professional Practice

### DESIGN SKILLSET

#### Skills:

User Interface Design · Experience Design · Interaction Design · Visual Design · Rapid Prototyping · Information Architecture · Design thinking · A/B Testing · User Research · Wireframes · User Journeys · Usability Testing · Basic HTML and CSS · Agile methodology · Typography · UX copywriting · Art Direction · Graphic Design

#### Software:

Figma · Sketch · Invision · Zeplin · Axure · Principle · Adobe Photoshop · Adobe Indesign · Adobe Illustrator · Adobe XD · Adobe PremierPro · Webflow · Miro · Mural · Figjam · Usertesting.com · Balsamiq · JIRA · ChatGBT · MidJourney

### SELECTED CLIENTS

NatWest · Virgin Media · bp · Boston Consulting Group · Citibank · Shell · British Gas · Mercedes Benz · Pfizer · PwC



## FURTHER EXPERIENCE

### Virgin Media | Senior UI/UX Designer

SEP 2017 – OCT 2018

Working as a UI Designer to deliver a digital transformation project for Virgin Media. Responsible for leading user interface design on an overhaul of the Checkout and Upgrades & Offers experience to increase conversion rates and introduce responsive design for the first time.

### eg+ worldwide | Senior UI Designer (Freelance)

AUG 2017 - SEP 2017

A design of a new internal platform for the client, Mercedes-Benz, aimed to bring together all marketing and advertising assets in one place. Working with a team of UI and UX designers to create a highly intuitive platform where users can effortlessly navigate to various assets and campaigns around the world.

### Involve Agency | Senior UI Designer (Freelance)

AUG 2017

Hired as the sole UI/UX designer to produce a new intranet for Pfizer, one of the world's largest pharmaceutical companies. Reviving the User Interface inline with their brand guidelines and developing a user journey to enable employees to access important information, documents and other assets with ease.

### Pavegen | Design Lead

MAY 2016 - MAY 2017

Pavegen is a renewable energy start up that has designed and developed a flooring tile which converts the wasted kinetic energy from footsteps into renewable electricity.

Contributions in role included:

- Managed a fast paced design studio of 4 designers and two freelancers to scope and design projects and client proposals.
- Oversaw all web design projects including app and UI development, graphic design for print/online and video editing.
- Use of Adobe suite and CAD rendering software to visualise concepts.
- Developed several winning concepts for key clients including Mitsubishi, Adidas and Shell.

### ENTIQ | Midweight Designer

JUN 2015 - MAY 2016

ENTIQ (now Plexal) designs and delivers innovation ecosystems, accelerator programmes and products to corporates, investors, and governments who are looking to source world-class technology and talent.

Contributions in role included:

- End to end delivery of both UI/UX and graphic design projects for key clients including Canary Wharf Group, UKTI and L39
- Responsive web design for ENTIQ company website
- Graphic design development for key client proposal, securing successful appointment of consultancy to support the development of Here East Innovation centre in Stratford