



# Bella Salazar

PRODUCT DESIGN LEAD

## Details

London, England  
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## Links

[Website](#)  
[Linkedin](#)  
[Portfolio](#)

## Skills

Design Strategy & Vision  
Team Leadership & Mentoring  
Systems Thinking  
Project Management & Process  
Optimisation  
User-Centered Design & Empathy  
Stakeholder Management  
AI UX/UI Expertise  
User Research & Testing  
Data-Informed Decision Making  
Apple iOS & Android Best  
Practices  
Virtual Reality

## Languages

English  
Spanish

## Profile

Accomplished Product Design Lead with a proven track record of leading multidisciplinary teams to deliver intuitive, user-centric digital experiences. Expert in guiding high-impact projects for brands like ELLE Store and a top-ranked Venezuelan lifestyle app, with a strong focus on UI/UX optimisation for global clients at Capgemini, a top-tier IT consultancy, among the largest and most influential in the industry. Adept at leveraging Agile methodologies, design systems, and cross-functional collaboration to drive innovation and measurable product improvements. Fluent in English and Spanish, with a commitment to team mentorship and talent development.

## Employment History

### Senior Product Design Manager, Buyagift, London

JUN 2022 – PRESENT

As Manager of Product Design, I lead a team of designers, driving their output, development, and growth. I foster a challenging and motivating environment while ensuring high-quality user experiences.

**Strategic Leadership & Collaboration:** Partner with product managers, engineers, and stakeholders to align design decisions with business goals and user needs.

Identify global market opportunities and make data-driven decisions to maximize impact for users and the company.

Drive product design strategy and contribute significantly to overall business strategy through continuous competitor analysis, market trend research, and performance monitoring.

Lead cross-functional problem-solving initiatives, collaborating with multiple teams to address complex challenges.

**Design Execution & Innovation:** Maintain a hands-on approach with a strong delivery focus, creating interactive prototypes to demonstrate design principles and user flows.

Pioneered and led the creation of the first design system for BuyAGift and RedLetterDays, establishing a unified visual language and accelerating product development.

Orchestrated the complete UI/UX transformation for BuyAGift and RedLetterDays, from product discovery to post-purchase satisfaction, leading the team through research, wireframing, testing, and launch.

Oversee the entire Product Design function for BuyAGift and RedLetterDays, encompassing user research, customer experience, and UI/UX design across all digital platforms.

### Head AI Product Designer, eezy, London

APR 2021 – JUN 2022

As Head of Product Design, I led the User experience of the first psychology-driven AI recommender app, driving a data-informed and user-centric design strategy in close collaboration with Product and Development teams.

**Key Responsibilities and Achievements:** -AI Integration: Collaborate with data scientists to understand and integrate AI models into the user experience, enhancing personalisation and recommendations.

-User-Centric Design: Translate user insights and needs into intuitive and engaging user experiences, ensuring alignment with psychological principles through user research and behavioral analysis.

-Strategic Communication: Effectively communicate design vision and solutions to stakeholders, advocating for user-centered design decisions.

-Prototyping and Validation: Develop high-fidelity prototypes to validate design concepts and user flows, ensuring seamless and engaging interaction.

-Design System & Documentation: Establish and maintain comprehensive design systems, guidelines, and UI/UX documentation, including organised Zeplin projects for efficient sprint handovers.

-Data-Driven Optimisation: Design and implement A/B tests for a global user base of over 500K, leveraging data to optimise user experience, resulting in increased user retention by 20%, drove a 17% uplift in organic user acquisition.

-Cross-Functional Collaboration: Partner closely with Android and iOS development teams to ensure technical feasibility and seamless implementation of design solutions.

### **Product Design Consultant, Capgemini, London**

MAR 2019 – APR 2021

As a User Experience Consultant within the UK Digital Customer Experience team, I delivered user-centred design solutions for diverse public and private sector clients throughout the product lifecycle. My expertise encompassed wireframing, user research, high-fidelity design, and visual communication.

In my most recent project, I served as UX/UI Designer for the Booking platform of a major London airport, contributing to a seamless and intuitive user experience. I facilitated collaborative workshops, partnered with senior UX designers, developers, and stakeholders, and implemented an iterative wireframing process to support agile sprints. I designed responsive user interfaces, developed a comprehensive design system, and created interactive high-fidelity prototypes for mobile and desktop platforms.

### **Head of UX/UI Design, Shopcade - Elle Store, London**

APR 2018 – DEC 2018

As Head of User Experience, I led a team to develop and execute the UX strategy and design for two key e-commerce platforms ELLE Store and LeShop by Public. I drove all aspects of the UX/UI process, from user research and testing to the delivery of major design deliverables. This included building a comprehensive design system, creating responsive high-fidelity interactive prototypes, and providing critical support to the Development team.

### **Product Design Consultant, Capgemini, London**

MAR 2017 – APR 2018

As a User Experience Consultant within the UK Digital Customer Experience team, I delivered user-centred design solutions for diverse public and private sector clients throughout the product lifecycle. My expertise encompassed wireframing, user research, high-fidelity design, and visual communication.

In my most recent project, I served as UX/UI Designer for the Booking platform of a major London airport, contributing to a seamless and intuitive user experience. I facilitated collaborative workshops, partnered with senior UX designers, developers, and stakeholders, and implemented an iterative wireframing process to support agile sprints. I designed responsive user interfaces, developed a comprehensive design system, and created interactive high-fidelity prototypes for mobile and desktop platforms.

### **Mobile UI/UX Designer, PokerStars, London**

SEPT 2016 – DEC 2016

As UX/UI Designer for PokerStars, I conducted a UX audit to identify key areas for improvement, and redesigned the UI/UX, implementing user-centred design

principles, and optimised the usability through iterative testing and feedback analysis of the European Poker Tour's hybrid mobile application. I focused on creating a more intuitive and engaging experience for users through refined information architecture and interactive elements.

### **Mobile UX/UI Designer, OWLR, London**

JUL 2016 – SEPT 2016

From July to September 2016, I served as a UI/UX Designer for the OWLR app, where I designed the Motion Alerts screens for the Android platform. My responsibilities included creating detailed mockups, interactive prototypes, and preparing final assets for the development team.

### **Senior Product Designer, Norkut**

FEB 2013 – JUN 2016

As a Product Designer, I led the research, ideation, UI/UX design, usability, prototyping, and testing for Ciudad Konecta (iOS & Android), a top 10 app in Venezuela. I also led a small team of designers, driving their output, development, and growth. I fostered a challenging and motivating environment while ensuring high-quality user experiences.

I collaborated with Project Managers and Development Teams to deliver complex design and layout solutions across all digital platforms. My contributions included creating interactive prototypes, generating innovative ideas for clients and team members, producing final assets, and providing expert UX consultancy.

## **Education**

### **Computer Software Engineering, Universidad Romulo Gallegos**

2006 – 2013

### **Web Development - HTML & CSS, Universitat d'Alicant**

MAY 2016

### **AI for Product Management, Pendo A.I., London**

JAN 2024