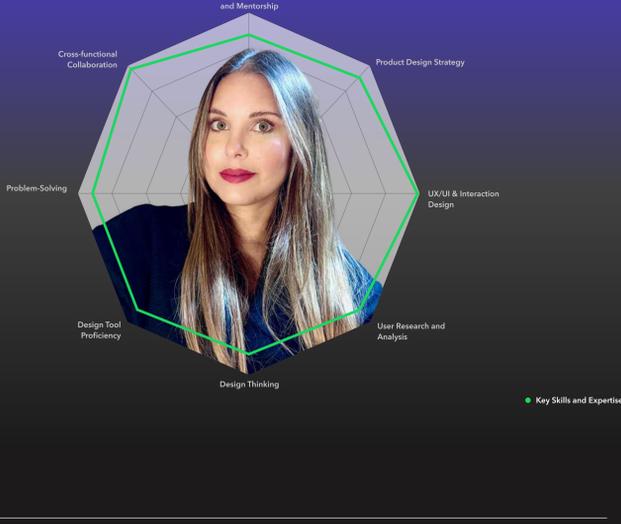


Hi, I'm Bella.

Results-driven design leader, dedicated to crafting user-centric product experiences. I've successfully led and inspired design teams, notably at the ELLE Store and as co-lead of a top 10 Lifestyle & Benefits app in Venezuela. My experience extends to optimizing UI/UX for a diverse range of clients at Capgemini and delivering significant enhancements to the PokerStars Live experience. Currently, I empower a team of Product Designers, driving their output and championing their growth.



About me

Dedicated to creating impactful user experiences, I believe in a design process driven by iteration and user validation.

My approach prioritises rapid prototyping to test and refine designs, ensuring they meet both user and business needs.

My expertise extends to interaction and visual design, with a focus on scalability and intuitive interfaces. I have a proven track record of building and shipping successful end-to-end features across multiple platforms.

Workhistory

London, June 2022 - Present

Buyagift - Moonpig Group

Senior Product Design Manager

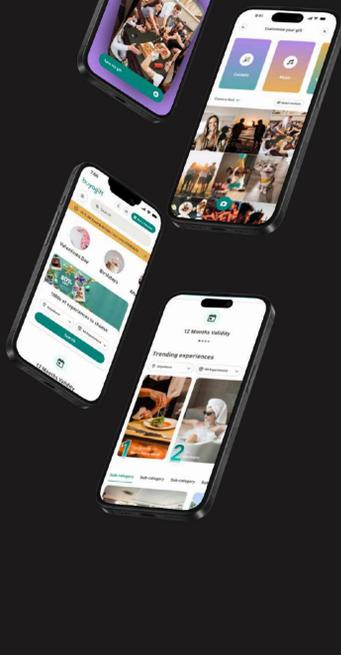
As Manager of Product Design, I lead a team of designers, driving their output, development, and growth. I foster a challenging and motivating environment while ensuring high-quality user experiences.

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 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.



London, April 2021 - June 2022

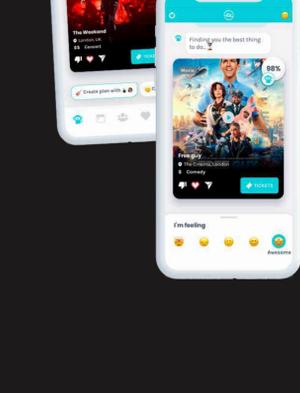
eezy App

Head AI Product Designer

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.



London, March 2019 - April 2021

Capgemini

Product Design Consultant

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.



London, April 2018 - December 2018

Shopcade - ELLE Store

Head of UX/UI Design

As Head of User Experience, I led a team to develop and execute the UX strategy and design for two key e-commerce platforms. 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.

London, March 2017 - April 2018

Capgemini

Product Design Consultant

As a member of a high-performing Digital Experience Team, I contributed to the design and delivery of innovative digital solutions for a diverse portfolio of clients, including Heathrow Airport, NHS Wales, Lloyd Register, Jaguar & Land Rover (JLR), Parcel force, Horizon, BSH, Unilever, Scottish Water, and General Electric. My responsibilities included facilitating workshops, generating creative concepts, designing user and virtual reality interfaces in collaboration with the innovation team, and developing interactive prototypes for all digital platforms.

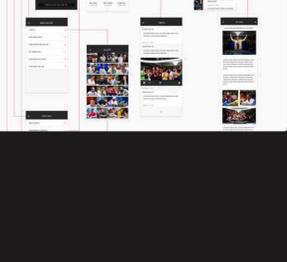


London, September 2016 - December 2016

PokerStars Live

UX/UI Designer

As UX/UI Designer for PokerStars, I conducted a UX audit to identify key areas for improvement, and redefined the UI/UX, implementing user-centered 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.

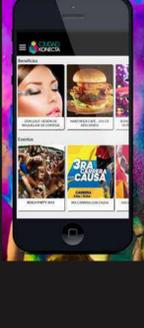


London, July 2016 - September 2016

OWLR

UX/UI Designer

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.



Venezuela, February 2015 - June 2016

Norkut

Senior Product Designer (Apps)

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.

Venezuela, February 2013 - February 2015

Norkut

UX/UI Designer

As a UI/UX Designer, 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.



Core Proficiencies

User-Centered Design <ul style="list-style-type: none">Understanding and meeting the needs of usersDeep understanding and application of UCD principles.Expertise in user research methodologies (interviews, surveys, usability testing).Ability to translate user insights into actionable design strategies.Proficiency in creating user personas, journey maps, and user flows.	Interaction Design <ul style="list-style-type: none">Focusing on behavior and how users interact with productsExpertise in designing intuitive and engaging user interactions.Proficiency in wireframing, prototyping, and interaction specifications.Understanding of information architecture and navigation design.	Visual Design (UI) <ul style="list-style-type: none">Focusing on the look, feel, and usability of digital interfacesStrong understanding of visual design principles (typography, colour theory, layout, iconography).Proficiency in creating visually appealing and consistent user interfaces.Expertise in design systems and component libraries.Expertise in iOS Human Interface & Material Design Guidelines.
Prototyping <ul style="list-style-type: none">Testing and validation with interactive design conceptsAdvanced skills in creating interactive prototypes for various platforms.Ability to use prototyping tools effectively (Figma, Adobe XD, Sketch, etc.).Proficiency in testing and iterating prototypes based on user feedback (PlaybookUX, User Testing, etc.).	Design Systems <ul style="list-style-type: none">Creating a shared language and visual consistencyExperience creating, implementing, and maintaining design systems.Understanding of component-based design and atomic design principles.Ability to ensure design consistency and scalability.	

Industries

- AI and Machine Learning
- E-Commerce
- Booking
- Health
- Fashion
- Mobile App Development
- Fintech
- Lifestyle

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