

Theodore Elijah Tagulao (Theo)

Senior / Lead UX & Product Designer & Founder

Simplifying design into scalable systems across people, platforms and emerging technology.

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Download Portfolio: <https://www.getaheadstart.org/the-story-so-far>

Executive Summary

I help start-ups and global organisations build design capability, from early concept through to production-ready systems. I'm known for bringing user-centric clarity to complex, ambiguous environments by translating research and insight into focused strategy and outcomes that teams can deliver with confidence.

Senior / Lead UX & Product Designer & Founder with 17+ years' experience across B2B and B2C, working with organisations including Apple, ASOS and bp pulse.

My career began in R&D at Apple, developing customer experiences (App Store, e-Commerce, In-Store) and internal tools, while helping teams adopt hardware (iPhone, iPad, Mac), software (APIs) and new ways of working at scale. I then moved into agencies and consultancies, launching products for organisations including Microsoft, Deloitte, GlaxoSmithKline, Bloomberg New Energy Finance, IBM, Royal Bank of Scotland, Jaguar Land Rover, The Open Championship and the Government of UAE, across media, finance, health, e-Commerce, sports and government. More recently I led design in-house at ASOS and bp pulse, delivering omni-channel products and services across global e-Commerce and EV infrastructure.

I am the Founder of Mindful: Design & Technology Studio, working with clients including Formula 1 and US Bank to deliver community and AI-enabled experiences, integrating automation into workflows across ideation, research, delivery and optimisation.

I specialise in end-to-end product development, strategy, discovery, validation and scale, with a practice spanning product strategy, UX/UI design, branding, experimentation and evidence-led decision-making. I design and implement AI-enabled workflows that integrate automation, reusable systems and APIs into core product and design processes.

Education

- Kingston University, Surrey: Art & Design: Illustration & Animation.
- Strode's College, Surrey: BTEC Art & Design, Key Skills, Photography, Technology: Graphics.
- St. Marks RC School, London: Technology: Graphics, Double Science, Math, Information Technology, Business Studies, English Language, English Literature, German, Religious Studies.

Professional Development & Certifications

- Microsoft: AI Product Manager
- Search Inside Yourself Leadership Institute: Emotional Intelligence
- ASOS: People Management, Experimentation, Data Storytelling, ML
- bp pulse: Sustainability Design Thinking
- Stanford University: Computer Programming with Python
- Future Workshops: Design Sprint, Augmented Reality, Swift
- Apple: Business & Product Development
- Holiday Inn: NVQ Customer Service, Health & Safety.

Key Skills

Product & Strategy

- Product Leadership & Strategy: Vision, roadmaps and outcome-driven delivery aligned to commercial goals
- Product Development: Discovery, validation, scaling and optimisation
- Systems Thinking & Design: Building scalable, reusable frameworks across product, design and engineering
- AI-Enabled Workflows: Embedding AI, automation and APIs into research, ideation and delivery
- Research & Insight: Qualitative and quantitative methods to validate ideas and reduce risk
- Data-Informed Decision Making: Experimentation, analytics and evidence-led product decisions

User Experience & Customer Journey

- Human-Centred Design: Accessibility, empathy and inclusive design principles
- Customer Journey & Service Design: End-to-end experience mapping and optimisation
- UX & Interaction Design: Information architecture, flows, wireframes and content strategy
- Design Systems: Scalable component libraries and governance for consistency and efficiency
- Brand & Experience Design: Tone of voice, visual identity and cohesive product experiences

Leadership, Ways Of Working & Collaboration

- Cross-Functional Leadership: Aligning product, design, engineering and stakeholders
- DesignOps & Ways of Working: Agile, Lean, Scrum and team enablement frameworks
- Planning & Prioritisation: Roadmapping, structured delivery and decision-making under uncertainty
- Experimentation & Validation: A/B testing, usability testing and rapid learning loops
- Coaching & Mentorship: Developing teams through feedback, critique and capability building
- Operating in Ambiguity: Bringing clarity and direction in complex, fast-moving environments

Tools, Platforms & Technology

- Design & Research: Figma, Sketch, Adobe CC, Miro, Mural, Dovetail, UserTesting, Canva
- Product & Delivery: Notion, Jira, Azure DevOps, CMS platforms, API integrations
- Data & Analytics: Google Analytics, Adobe Analytics, Power BI, MicroStrategy
- Emerging Technology: ChatGPT, Gemini, Claude, Grok, Replit, (LLMs, RAG, Agents), workflows, automation, machine learning
- Platforms: iOS, AndroidOS, Web, watchOS, tvOS, visionOS, Windows, Xbox, Oculus, In-store

Experience

Founder

Mindful: Design & Technology Studio. April 2024 – Present

- Key Achievements:
 - Accepted onto GOV.UK's Digital Outcomes & Specialists 7 (DOS7) framework and listed as an approved Supplier of Digital Services.
 - Secured and delivered multiple engagements across product strategy, UX, AI integration and experimentation.
 - Led end-to-end product delivery (strategy → design → build → launch), reducing time-to-market by 30–40%.
 - Designed and launched subscription-based and content-driven products, supporting early validation and product-market fit.
 - Built and shipped an AI-powered RAG web application, improving information retrieval speed and relevance.
 - Established scalable design systems and experimentation frameworks, enabling better measurement and iteration.

Product Design Lead

bp pulse. January 2023 – April 2024

- Key Achievements:
 - Led product design across EV charging, subscriptions and customer onboarding, supporting a rapidly scaling global platform.
 - Delivered onboarding and subscription optimisation contributing to measurable increases in activation and retention.
 - Introduced shared discovery, prototyping and test-and-learn practices, reducing design and delivery rework by ~25%.
 - Scaled design operations across a large, distributed team, improving alignment, visibility and design quality during organisational change.
 - Contributed to bp's first dedicated EV charging & convenience hub, integrating physical, digital and service design.

Senior Product Designer

ASOS. September 2016 – December 2022

- Key Achievements:
 - Led strategic product and design initiatives across a global e-commerce platform serving millions of users.
 - Delivered programmes that reduced customer service and operational costs while improving customer experience and retention.
 - Designed and scaled design systems and experimentation frameworks, enabling faster feature delivery and consistent UX.
 - Partnered with product, data and engineering to deliver data-driven optimisation, improving conversion and engagement across journeys.
 - Hackathon Winner (Personalisation), contributing to innovation initiatives adopted beyond prototype stage.

Visual / User Experience Designer

Future Workshops. August 2014 – August 2016

- Key Achievements:
 - Delivered multi-platform products across mobile, web, watchOS and tvOS for B2C startups and B2B enterprise clients.
 - Contributed to the launch of products for The Open (+20M installs), IBM and Bloomberg New Energy Finance, operating within fast-paced consultancy agile delivery cycles.
 - Played a key role in R&D and emerging technology initiatives, supporting experimentation across platforms.

User Experience / Digital Designer

fiveK. March 2014 – August 2014

- Key Achievements:
 - Designed and shipped a reusable Design System & Toolkit, improving consistency and delivery efficiency across client projects.
 - Supported R&D initiatives and case studies for Google Glass, contributing to early exploration of wearable interaction patterns.
 - Contributed to team culture and collaboration in a small studio environment.

User Experience / User Interface Designer

Chelsea Apps Factory. January 2012 – March 2014

- Key Achievements:
 - Delivered end-to-end digital products for London Olympics, Metro Newspaper, M&S, Waitrose and Ogilvy.
 - Helped establish agile design and delivery workflows across multi-disciplinary teams in a high-growth consultancy environment.

Creative Producer / Product Manager

Agencymobile. October 2011 – January 2012

- Key Achievements:
 - Led delivery of digital platforms and content-driven products for BBC Good Food, The FA and UKTV, working across product, design and engineering.
 - Supported rapid concept-to-launch cycles across web, mobile and emerging platforms.

Project Manager / Design Specialist

Apple Inc. March 2010 – September 2011

- Key Achievements:
 - Supported EMEA product launches including iPhone 3GS, iPhone 4, iPad and the App Store, collaborating with global and senior stakeholders.
 - Built internal tools and automation workflows to improve efficiency across R&D, PR, retail and developer relations.
 - Supported Business Development and Technology Evangelism initiatives focused on digital strategy and platform adoption.

Reception Team Lead

Holiday Inn. August 2009 – March 2010

- Key Achievements:
 - Led front-of-house operations in a high-pressure hospitality environment while managing team performance and customer experience.
 - Awarded Employee of the Month and completed NVQ in Customer Service, demonstrating early leadership and service excellence.

Thank you for your consideration.