

Confidential

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The Story So Far

By Theodore Elijah Tagulao

Simplifying complexity into clear, scalable outcomes across people, platforms and emerging technology.

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- Executive Summary
- Behind The Scenes
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- Who I Am



Executive Summary

Senior / Lead Product & UX Designer:
Simplifying complex products
from strategy to scale

Executive Summary

Simplifying complexity into clear, scalable outcomes across people, platforms and emerging technology

Who I Am:

Senior / Lead UX & Product Designer with 15+ years' experience leading product, design and delivery across startups and global organisations including Apple, Future Workshops, ASOS and bp pulse.

What I Lead:

End-to-end product and design leadership, setting direction, aligning cross-functional teams and guiding initiatives from strategy and discovery through to delivery, optimisation and scale.

What I Deliver:

Measurable improvements in user-centric engagement, conversion, retention and operational efficiency

Scalable design systems, platforms and tooling that support accessibility and accelerate delivery

Reduced delivery risk, faster time-to-market and clearer decision-making.

Where I Add Value:

Complex, multi-stakeholder environments with high ambiguity

Products spanning digital, physical and service experiences

Organisations scaling platforms, teams or emerging technologies (AI, automation, data)

Calm, outcome-driven leadership that moves teams from ideas to evidence to impact.

How We Plan & Collaborate

Creating clarity through collaboration, structure and evidence-led execution

Product Development Stage Discover → Design → Launch → Measure → Learn → ∞	Setup & Plan Objective: Establish clarity and alignment before design begins.	Research & Design Objective: Understand users and design solutions that address real needs.	Build & Optimise Objective: Translate validated design into production and measure real-world impact.
Scenario A: Launch New Product, Feature or Service Goal: Validate concept with end-users before full investment	<ul style="list-style-type: none"> Plan: Define milestones, reviews, activities and deliverables. Align: Clarify business goals, success metrics and desired outcomes. Deliverables: Roadmap, Project plan, success metrics, stakeholder alignment document. 	<ul style="list-style-type: none"> Personas: Define goals, needs, pain points and motivations. Service / Experience Map: Visualise funnel, touch points and journey stages. Ideation: Generate ideas (Sketches, Crazy 8's, Storyboards). Prototypes: Create interactive prototypes, rapid iteration and user journeys. User Testing: Recruit, facilitate sessions and analyse feedback. Deliverables: Tested prototypes, personas, experience maps, validated concepts, design rationale and refinement. 	<ul style="list-style-type: none"> Handover: Share specifications, assets and edge cases. QA & Build: Review, share feedback, iterate and support. Sprint Demos & Retrospectives: Share progress, collaborate on feedback to enhance collaboration and delivery. Launch: Celebrate with Team. Measure Performance: Track feedback, usability, satisfaction and success metrics post-launch. Deliverables: Specifications, pre-release builds, bug reports, live experience, performance reports and opportunities.
Scenario B: Optimise Existing Product, Feature or Service Goal: Improve performance, usability and user behaviour	<ul style="list-style-type: none"> Analysis: Review analytics, customer feedback and usability reports. Benchmark: Conduct heuristic evaluation and competitor analysis. Deliverables: Insight summary, prioritised backlog of optimisation opportunities. 	<ul style="list-style-type: none"> Redesign: Key user journeys and/or interactions. AB Testing: Conduct A/B or multivariate tests. Feedback: Collect user feedback and track behavioural metrics. Deliverables: Updated prototypes, user feedback, tested improvements, qualified impact on key metrics. 	<ul style="list-style-type: none"> Implementation: Incorporate changes into Design System and documentation. Data & Analytics: Establish continuous monitoring and optimisation loops. Share: Share insights across teams to scale improvements Deliverables: Updated Design System, performance dashboards, shared knowledge base.

Behind The Scenes

How strategy, craft and collaboration translate into outcomes

Design Systems & Toolkits

Establishing shared foundations that scale quality,
accessibility and delivery

bp pulse Design System

For Web, Apps, Print & Hardware

Challenge:

Support global growth by creating a scalable design system that works across multiple markets (UK, US, DE, NL, China) and touchpoints ranging digital products, physical environments and services, maintaining consistency, accessibility and delivery speed.

Role & Contribution:

Led the end-to-end design system initiative, operating at Product Design Lead level

Partnered with Brand, Marketing, Product and Engineering teams across regions to define shared principles, governance and accessibility standards

Set direction for multi-platform support, enabling teams to design and build consistently.

Solution:

Implemented a modular, responsive design system with reusable components and visual language

Established accessibility-first patterns and documentation to support at scale

Bridged digital interfaces and physical touch points, ensuring consistency from apps and websites to on-site.

Outcomes:

Increased development velocity through shared components and guidelines

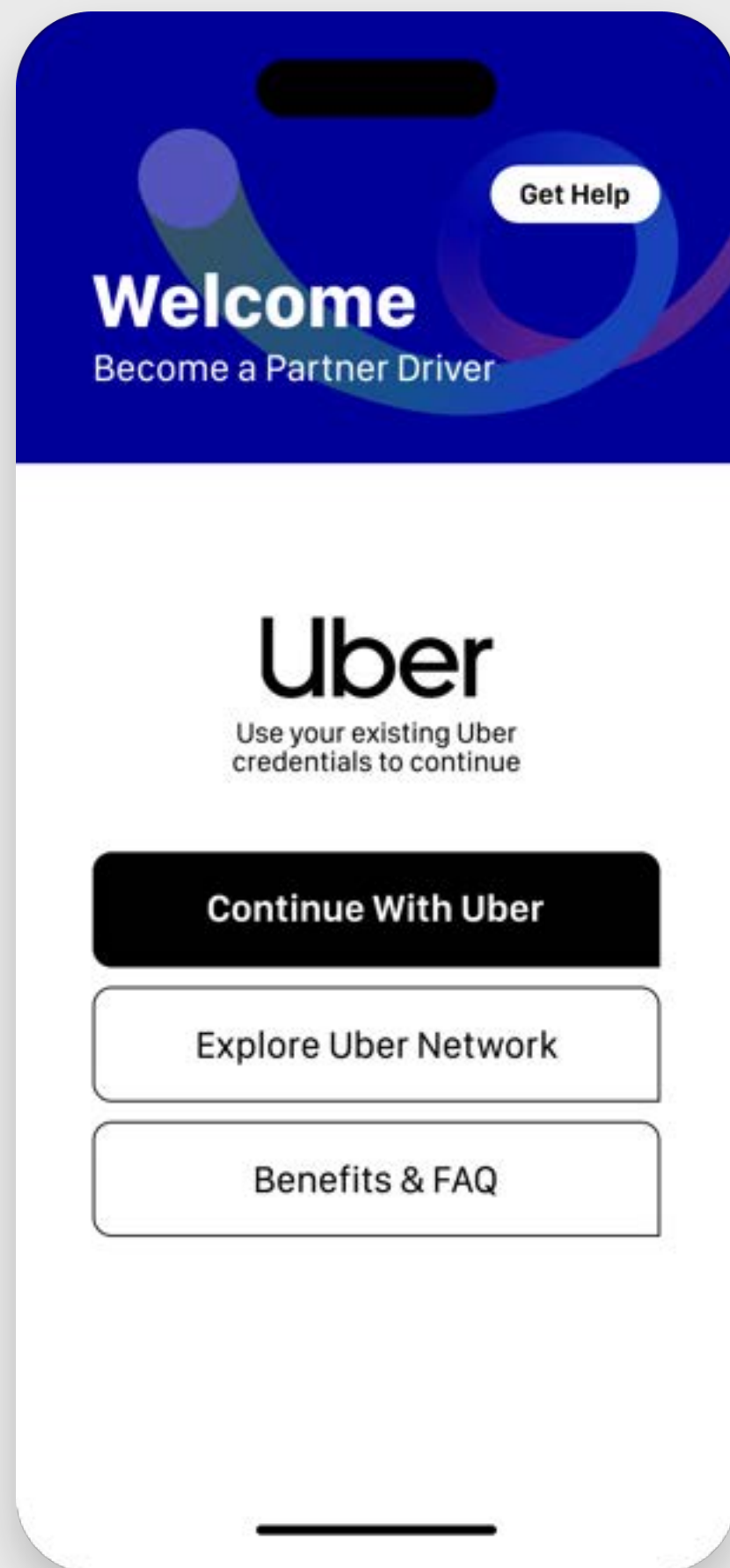
Strengthened accessibility compliance and global brand recognition

Enabled the successful launch of the UK Hub and EV-only sites, supporting bp pulse's next phase of growth.



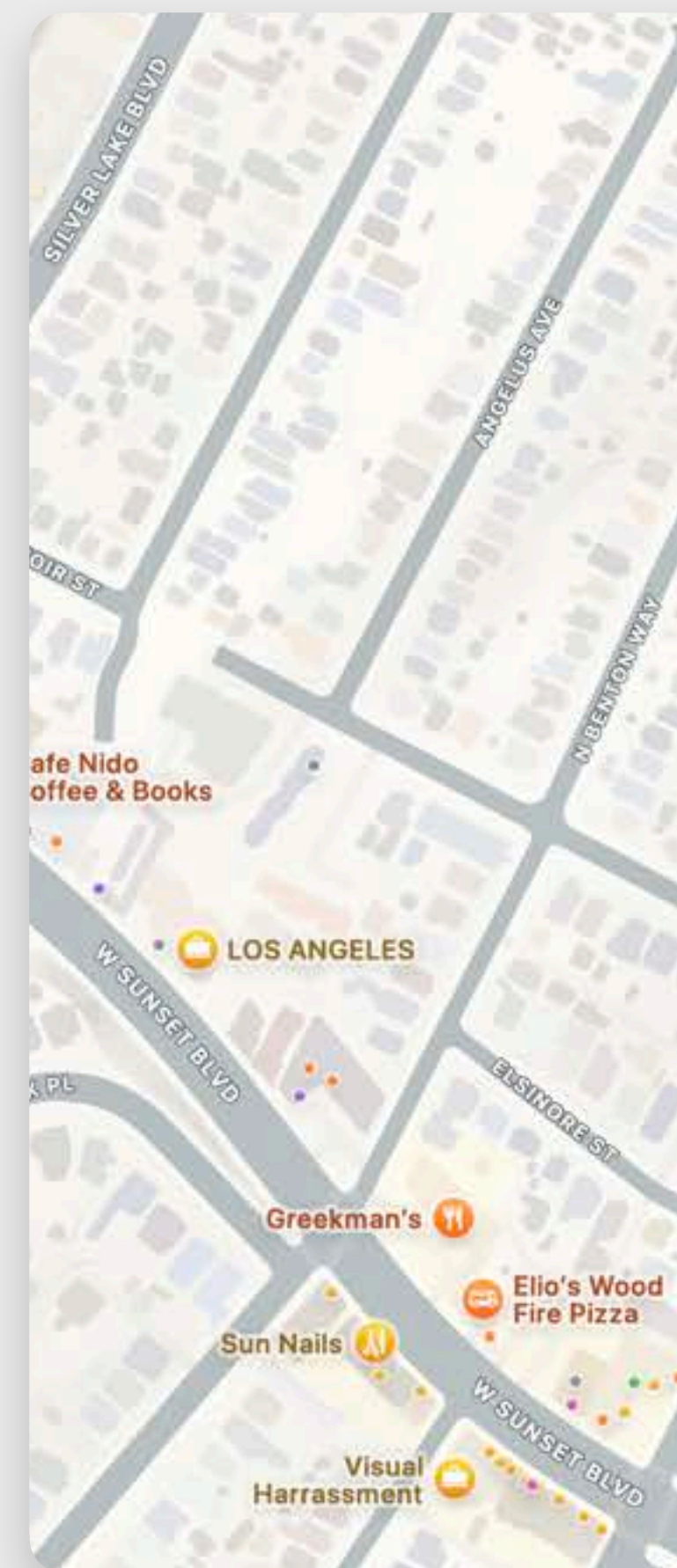
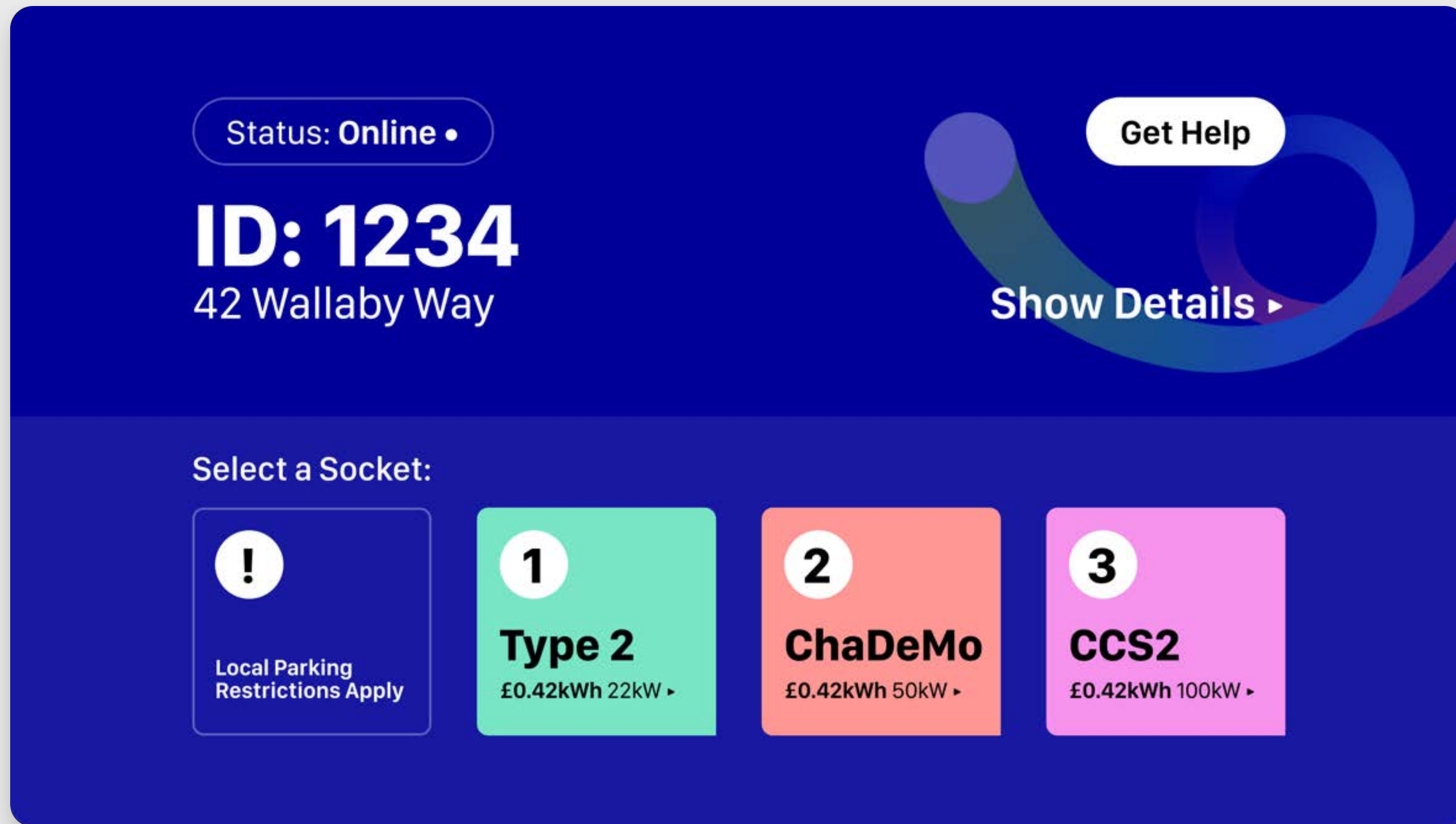
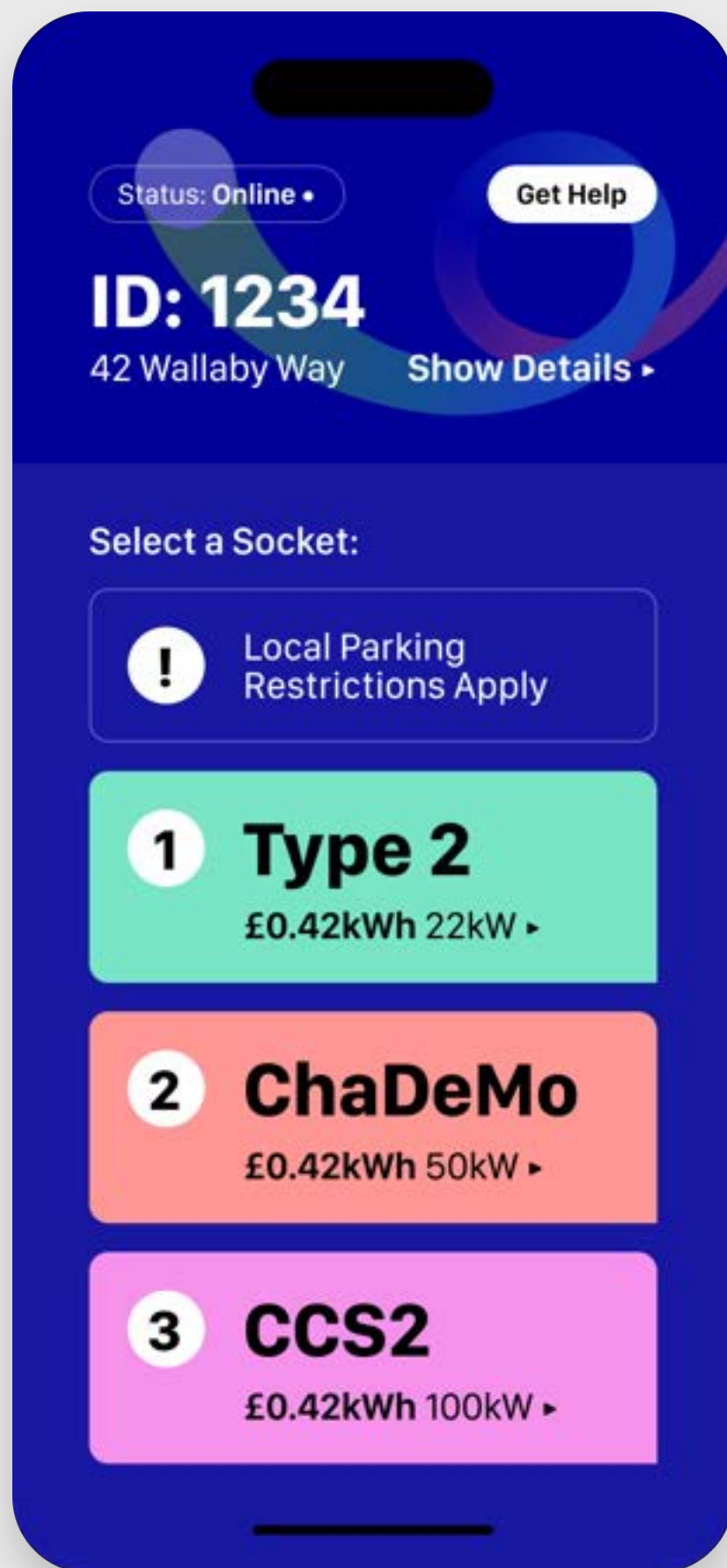
bp pulse Design System

Start → Drive → Park → Connect → Charge → Pay → Manage



bp pulse Design System

Start → Drive → Park → Connect → Charge → Pay → Manage



ASOS Design System

For Web, Apps, Print & Back Office

Challenge:

Improve consistency, scalability and speed across ASOS's customer-facing and internal platforms, while supporting localisation, multiple markets and complex data formats across a rapidly evolving global e-commerce ecosystem.

Role & Contribution:

Led design system initiatives across multiple product teams, operating within a large, distributed organisation

Partnered closely with Product, Engineering and Operations to align UI consistency, accessibility standards and Back Office tooling

Helped define shared principles and patterns to support both customer-facing experiences and internal workflows.

Solution:

Delivered a unified design system covering digital, print and internal tools

Created a Back Office toolkit for custom applications, supporting multiple languages, regions and data types

Embedded accessibility, documentation and governance to scale consistency.

Outcomes:

Improved design and development through shared components

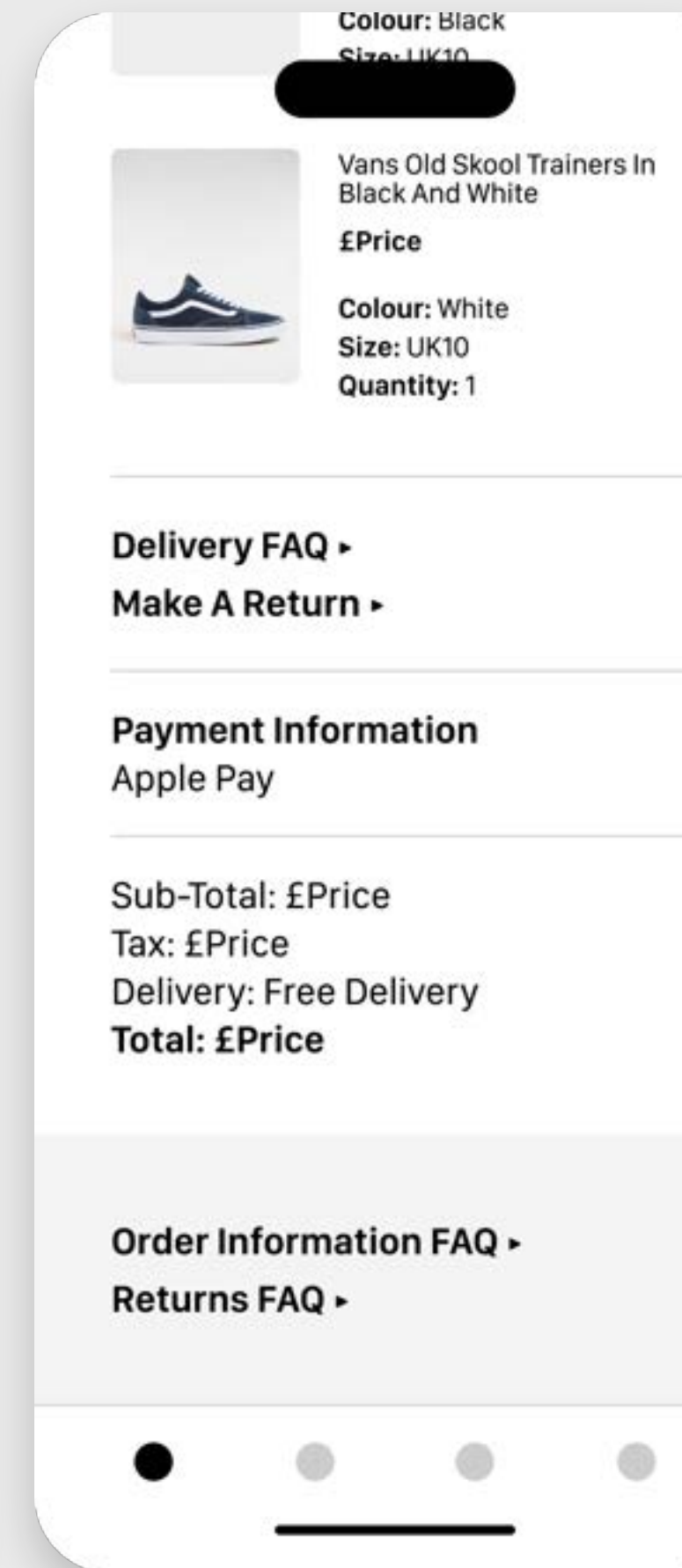
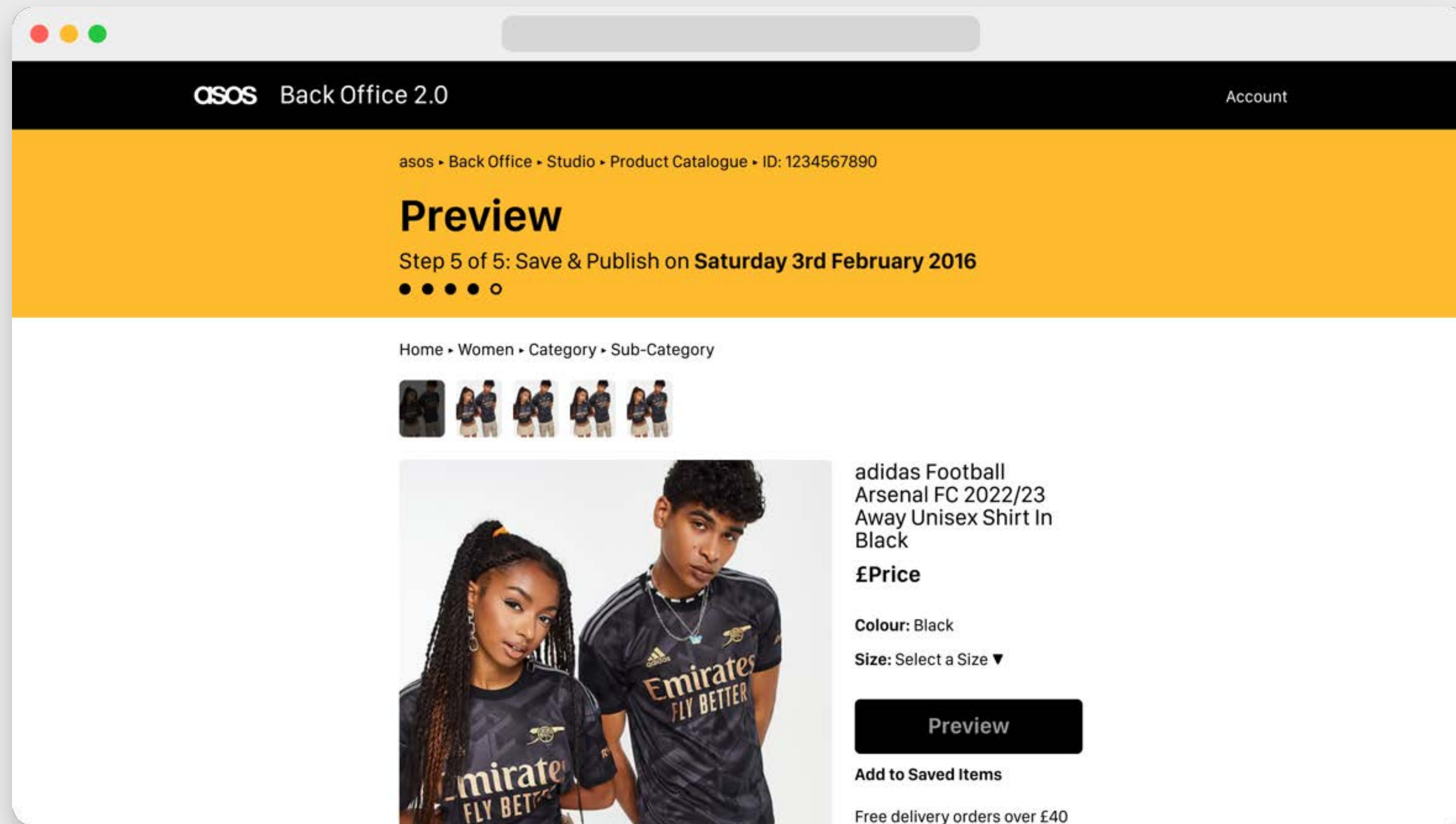
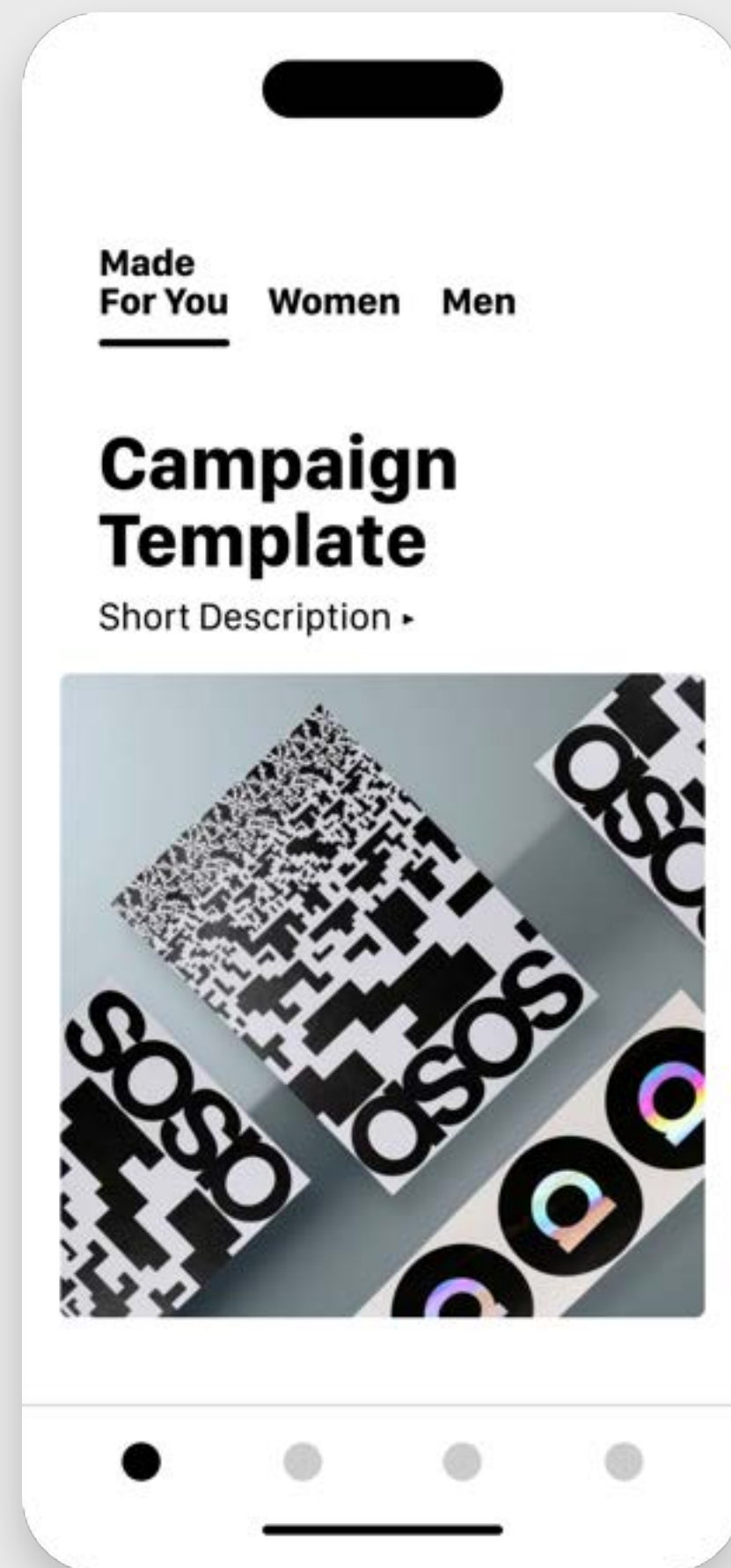
Delivered consistent user experience across teams, platforms and markets

Supported international growth and the evolution of internal tooling across the ASOS platform and infrastructure.



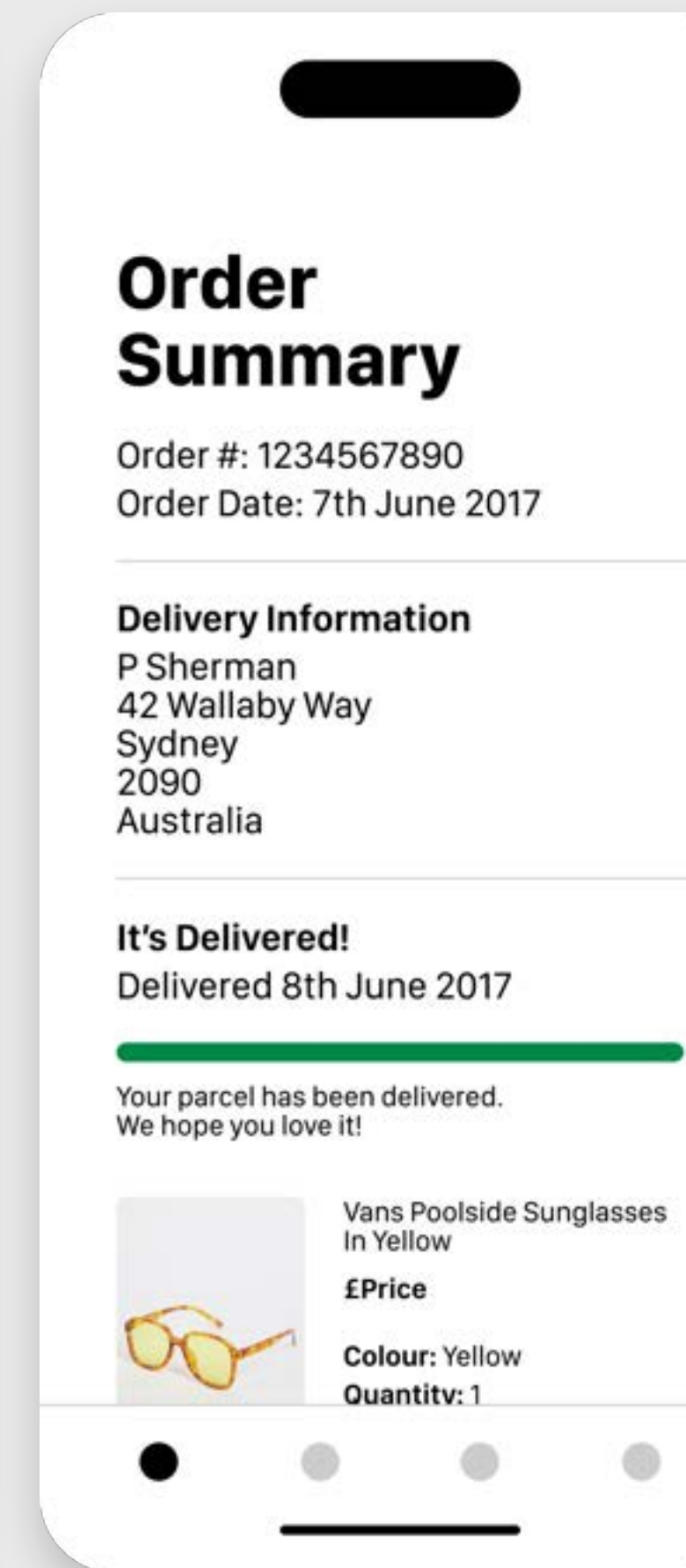
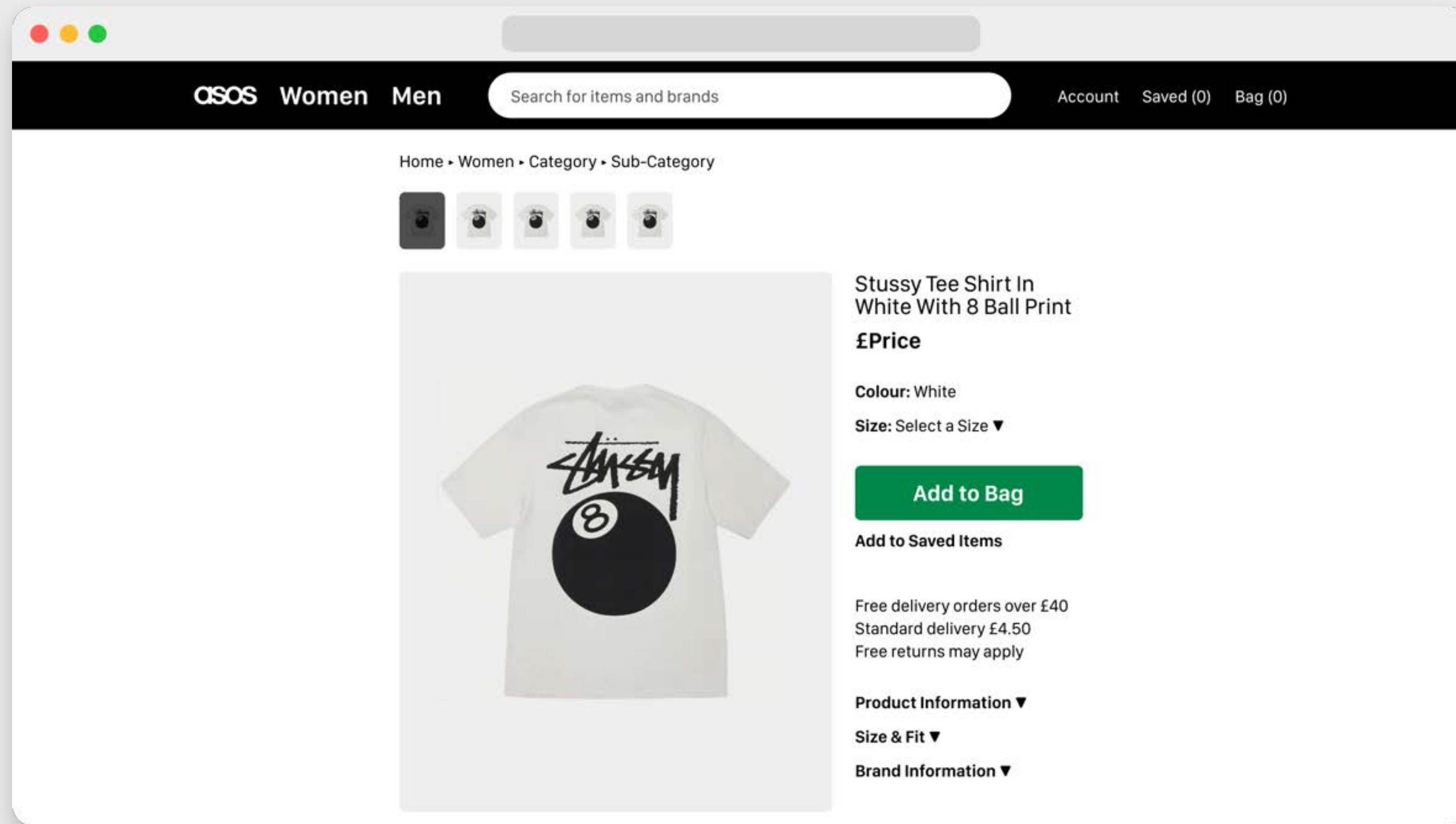
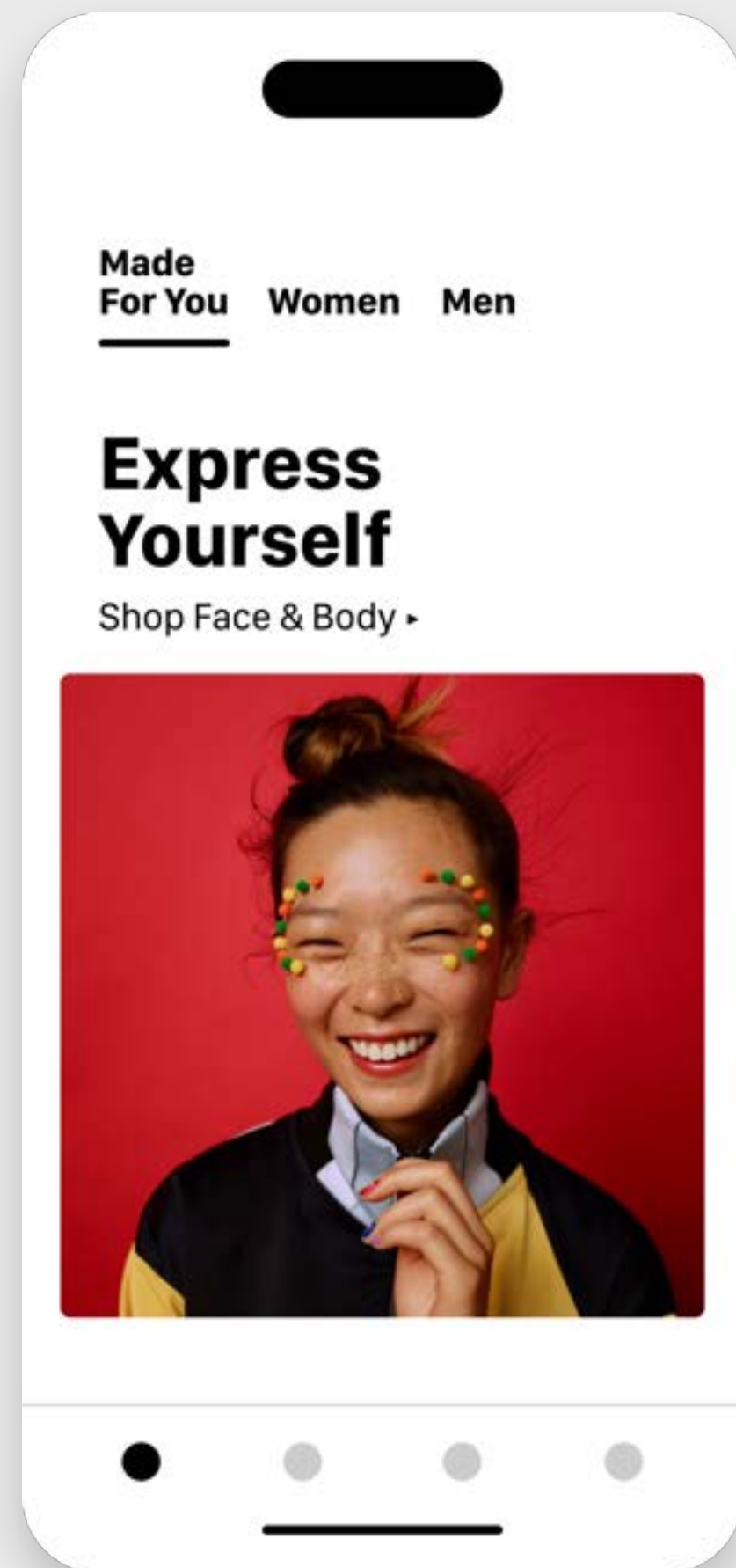
ASOS Design System

Start → Enrich → Review → Publish → Manage



ASOS Design System

Start → Explore → Add-To-Bag → Place Order → Manage



Apple Developer Program

For Web & Apps

Challenge:

Standardise visual and interaction guidelines across Apple's Developer Platform, spanning iTunes Connect, marketing assets and internal tools, while supporting scale, consistency and best-in-class developer experience.

Role & Contribution:

Collaborated with cross-functional teams to design and manage the Apps Database, centralising application information, assets and build metadata

Contributed to interface guidelines, workflows and tooling across web and platform experiences

Worked closely with R&D, PR, Retail and Developer Relations to support platform launches and adoption.

Solution:

Designed templates, internal tools and documentation to support asset management and workflows

Promoted best practices aligned with Apple's Human Interface Guidelines (HIG) for developers and partners

Helped connect design standards with operational tooling to support end-to-end app submission and management

Outcomes:

Supported wider adoption of Apple's design standards across the developer ecosystem

Improved efficiency and reliability of internal workflows supporting global platform launches.



Apple Developer Program

Start → Enrol → Build → Submit App → Manage

The screenshot shows the 'Browse' section of the Apple App Store. At the top, there is a navigation bar with the Apple logo and links for 'Browse', 'Search', and 'Account'. Below the navigation bar, the word 'Browse' is prominently displayed. A search bar and a 'Filters (0)' dropdown are located below the title. The main content area features a list of apps, each with its icon, name, developer, category, price, language, and status. The apps shown are:

- Angry Birds**: Rovio Entertainment | Games | Price: £1.99 | Language: EN / FR / IT / DE / ES / PT | Status: Live (Worldwide)
- BBC News**: BBC Media Applications Technology Limited | News | Price: Free | Language: EN | Status: Live (Worldwide)
- Sky Go**: Sky UK Limited | Entertainment | Price: Free | Language: EN | Status: Live (UK only)
- YouTube**: (partially visible)

The advertisement features the iCloud logo at the top left, with a blue banner that says 'Coming this fall'. Below the logo, the text reads: 'This is the cloud the way it should be: automatic and effortless. iCloud is seamlessly integrated into your apps, so you can access your content on all your devices. And it's free with iOS 5.' A 'Learn more' link is provided. To the right, there are images of an iPhone, an iPad, and a Mac laptop, all displaying the 'All Contacts' app interface. Below the images, the text says 'Your contacts on all your devices.' At the bottom, there are three columns of text:

- What is iCloud?**: iCloud stores your content and wirelessly pushes it to all your devices. [Learn more](#)
- Built right into your apps.** Music you buy on iTunes. Photos you take. Books, apps, and documents. Even email, contacts, and calendars. Everywhere you go. [Learn more](#)
- Notify me.** Tell us your email address and we'll let you know when iCloud is available. [Notify me](#)

Apple Developer Program

Start → Enrol → Build → Submit App → Manage



Operational Tools & Platforms

Designing internal platforms that reduce friction
and accelerate teams

ASOS Back Office 2.0

For Web

Challenge:

Improve the speed and scalability of internal workflows supporting content creation, pricing, promotions, sizing, imagery, video, product information and experimentation.

Role & Contribution:

Led experience design across complex internal workflows, working closely with Product, Engineering, Data and core Operational teams

Mapped end-to-end processes, friction points and prioritised opportunities for automation and simplification

Shaped solutions that balanced operational efficiency, data integrity and usability.

Solution:

Delivered internal tools and workflows to streamline production flow and cross-team collaboration

Introduced automation at key stages, including enrichment and QA

Integrated tooling with MicroStrategy and PowerBI to improve reporting and decision-making.

Outcomes:

Reduced manual workload and accelerated time-to-market

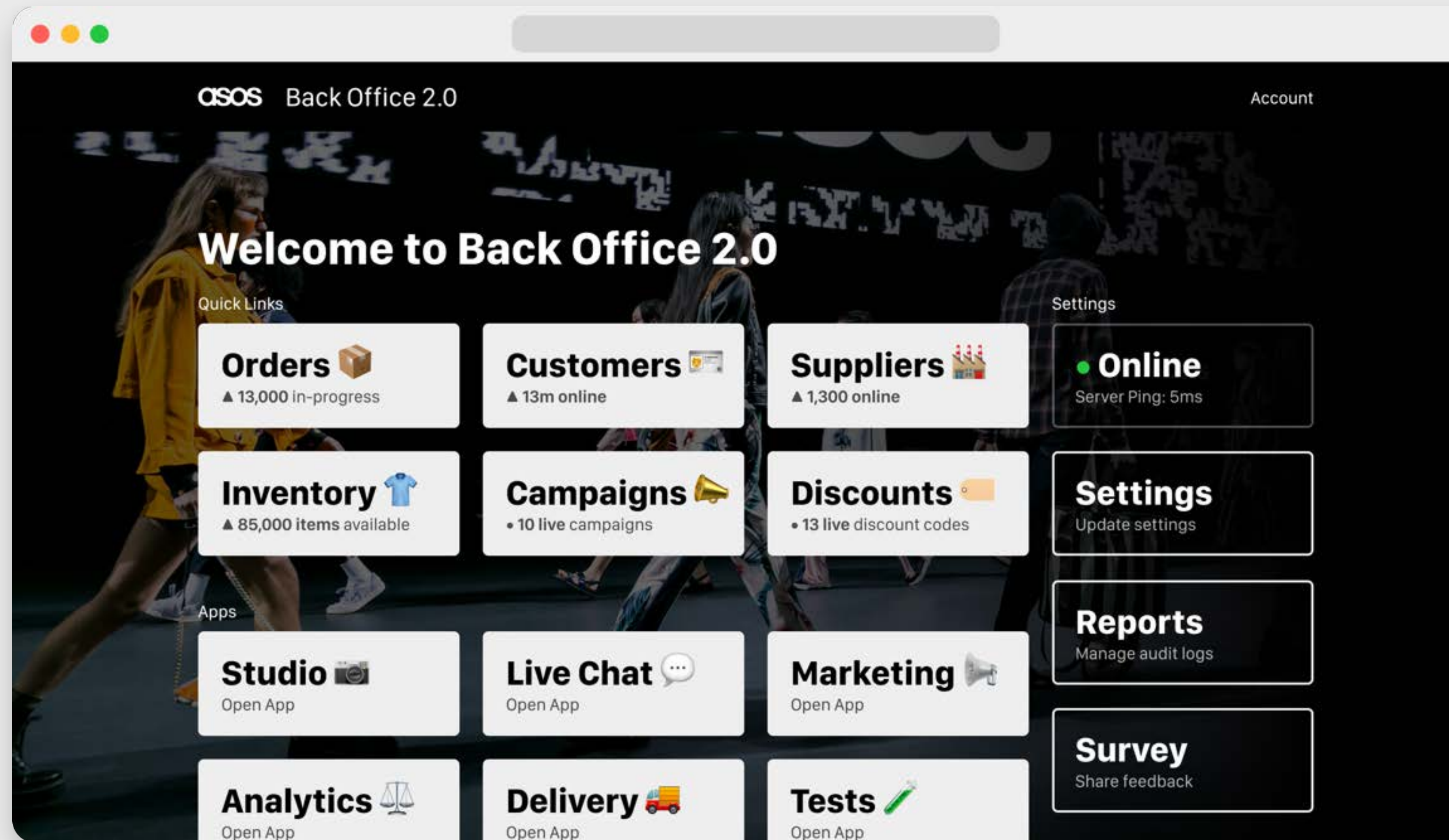
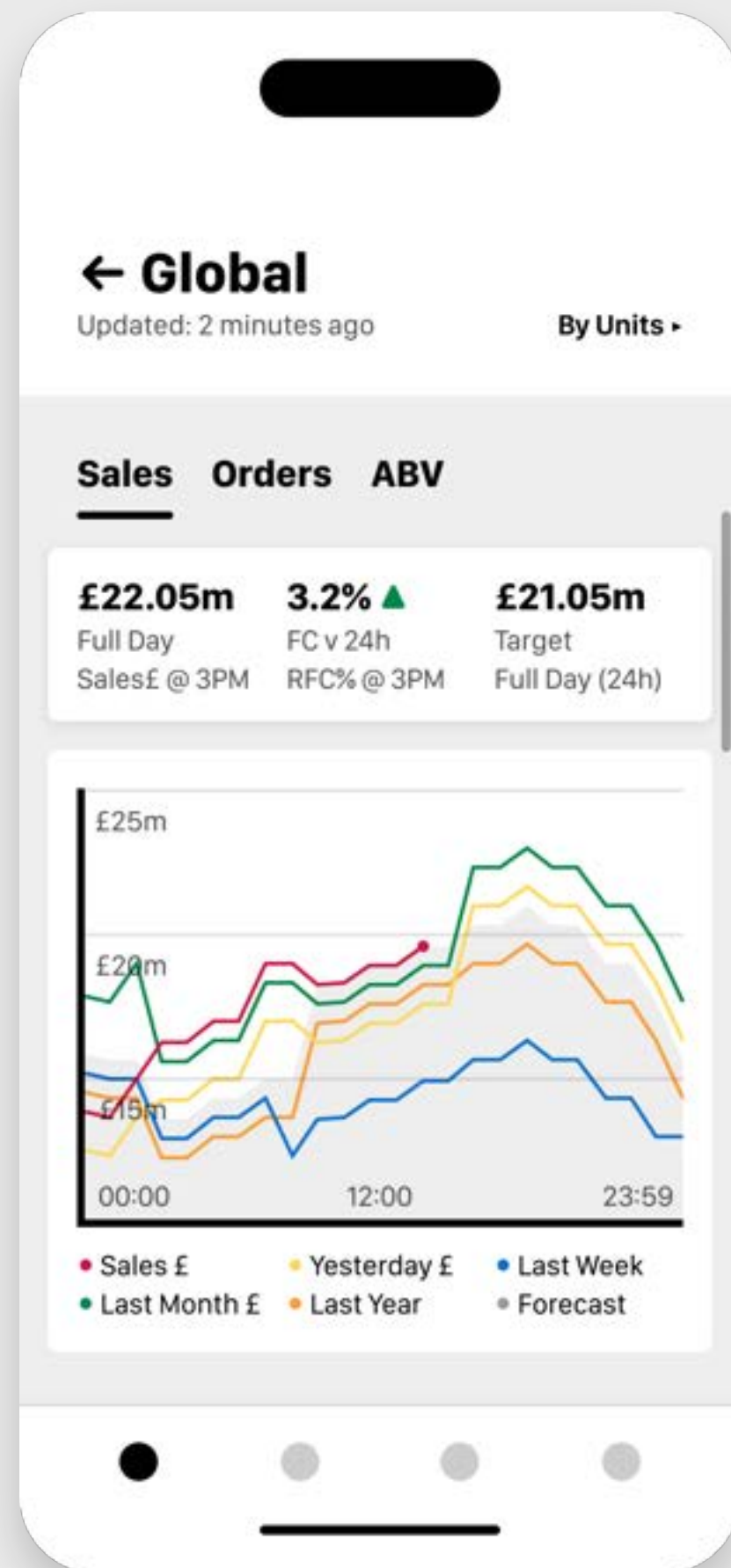
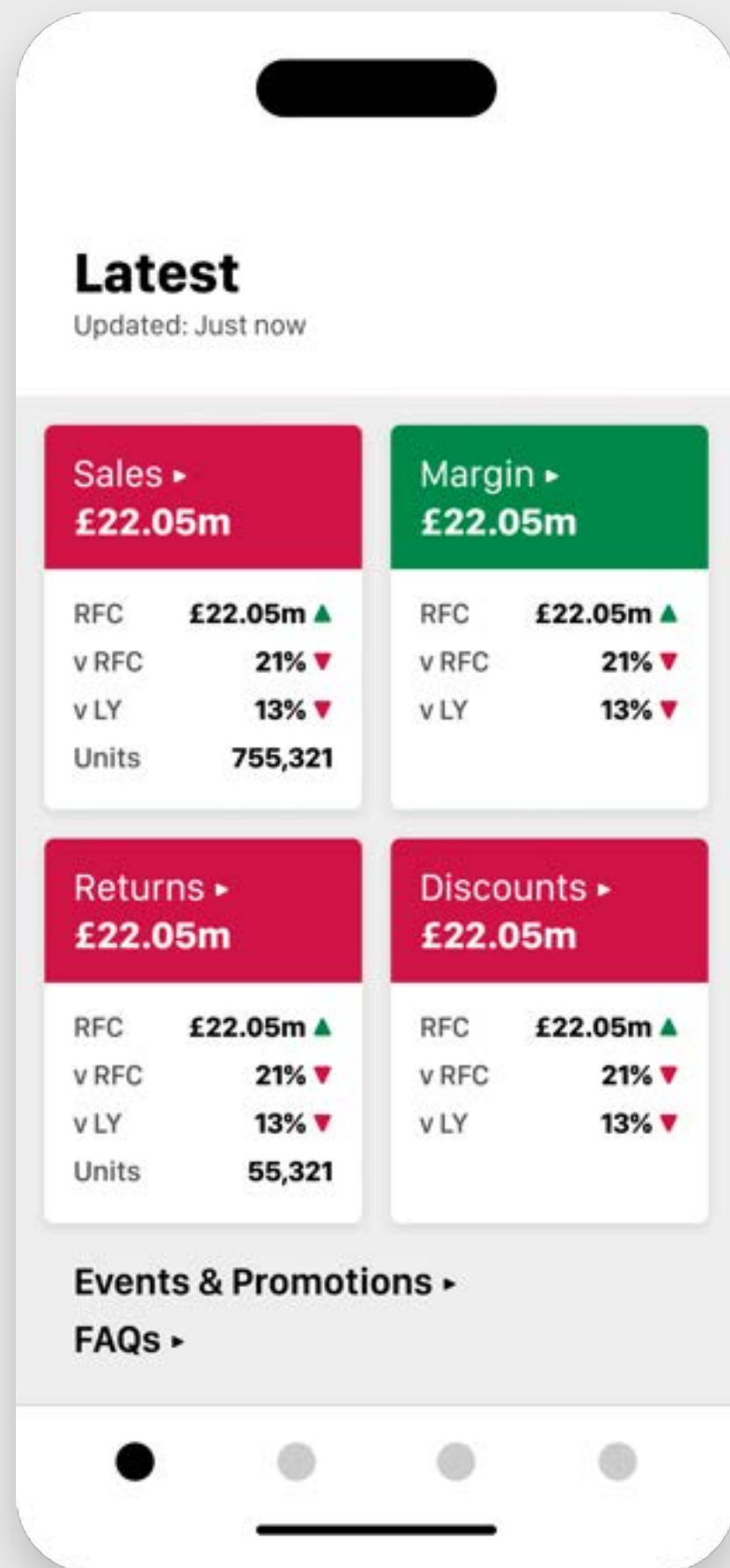
Improved content accuracy and consistency at scale across teams

Enhanced operational efficiency and coordination across ASOS's production ecosystem.



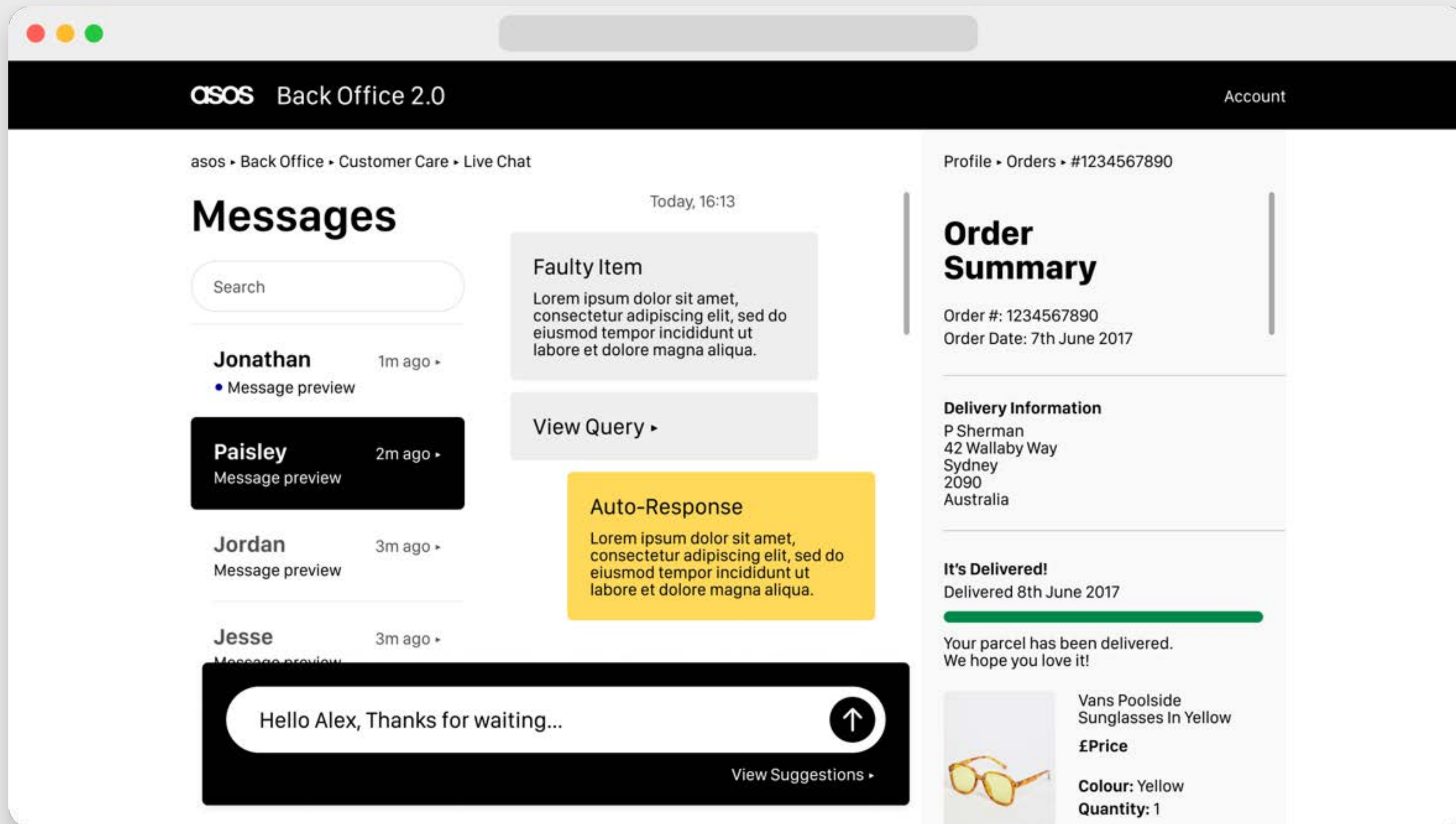
ASOS Back Office 2.0

Start → Create → Review → Publish → Manage



ASOS Back Office 2.0

Start → Create → Review → Publish → Manage



asos • Back Office 2.0 Account

asos • Back Office • Customer Care • Live Chat

Messages

Today, 16:13


Search

Jonathan 1m ago •
• Message preview

Paisley 2m ago •
Message preview

Jordan 3m ago •
Message preview

Jesse 3m ago •
Message preview

Hello Alex, Thanks for waiting... 

View Suggestions •

Faulty Item
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

View Query •

Auto-Response
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Profile • Orders • #1234567890


Order Summary

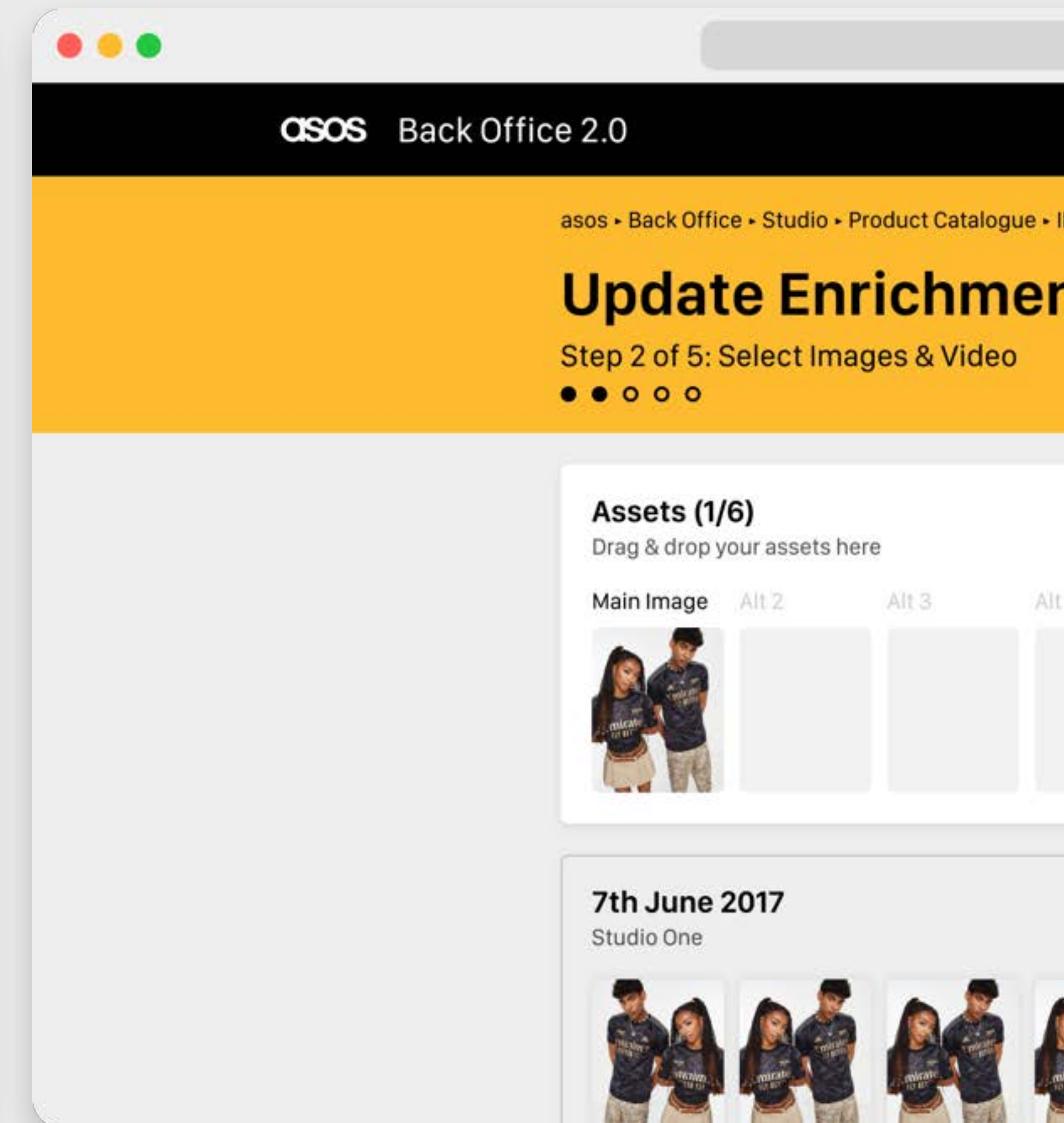
Order #: 1234567890
Order Date: 7th June 2017

Delivery Information
P Sherman
42 Wallaby Way
Sydney
2090
Australia

It's Delivered!
Delivered 8th June 2017

Your parcel has been delivered.
We hope you love it!

 Vans Poolside Sunglasses In Yellow
£Price
Colour: Yellow
Quantity: 1



asos • Back Office 2.0

asos • Back Office • Studio • Product Catalogue •


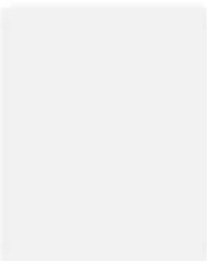
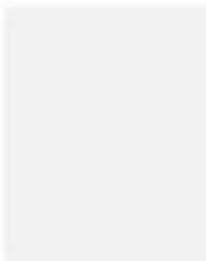

Update Enrichment

Step 2 of 5: Select Images & Video


● ● ● ● ●

Assets (1/6)
Drag & drop your assets here

Main Image Alt 2 Alt 3 Alt 4

7th June 2017
Studio One



Jaguar Land Rover Dealership

For Apps & Back Office

Challenge:

Enable Sales Executives to access accurate stock, pricing and vehicle configuration information quickly and confidently within fast-paced dealership environments.

Role & Contribution:

Partnered with Product, Sales and Stakeholder teams to understand in-field constraints and sales workflows

Led the design of mobile-first tools optimised for real-world dealership usage

Balanced usability, speed and information density to support live customer interactions.

Solution:

An intuitive dealership app experience allowing staff to browse inventory, customise vehicles and generate tailored specifications on demand

Streamlined access to pricing, options and comparisons to support confident, informed conversations.

Outcomes:

Accelerated the sales process by reducing time spent searching for information


Enabled richer, more informed conversations between sales staff and customers

Improved conversion confidence at key decision points in the dealership journey.



Jaguar Land Rover Dealership

Start → Explore → Customise → Compare → Quote → Place Order → Manage → Drive





VEHICLES OWNERS EXPLORE BUILDS

ACCOUNT
GUY SALMON
020 8398 8966

SHOP VEHICLES ▶
BUILD YOUR OWN ▶
GET A QUOTE ▶

INVENTORY ▶
ORDERS ▶
ABOUT US ▶



ORDER SUMMARY EXTRAS GALLERY DOCUMENTS ACCOUNT

← **ORDER SUMMARY** **#1234567890**
STATUS: **IN-PROGRESS** ▶ EST. DELIVERY: **3RD FEB 2017**

VEHICLE BASE:	£91,550.00	VEHICLE BASE:	£91,550.00
LAND ROVER DISCOVERY		EXTRAS:	£11,100.00
SPORT 4.2 LITRE TDV6 DIESEL		SUBTOTAL:	£85,541.67
		VAT (20%):	£17,108.33
		TOTAL (INC. VAT):	£102,650.00

EXTRAS:

BLACK DESIGN PACK	£1,850.00
24" NINE SPOKE WITH MATTE FINISH	
SIGNATURE ENTERTAINMENT PACK	£1,850.00
AUDIO SYSTEM, ENTERTAINMENT SCREENS & CONNECTIVITY	
INTERIOR FEATURES:	
HEATED LEATHER STEERING WHEEL WITH CONTROLS	£1,850.00

QUICK ACTIONS:
UPDATE BUILD ▶
CHANGE DELIVERY ▶
CHANGE PAYMENT ▶
UPDATE PROFILE ▶
VIEW FAQS ▶

Customer Experience

Shaping end-to-end journeys that balance user needs
and business outcomes

US Bank x AI Smart Assistant Finance

For Web & Apps

Challenge:

Integrate AI into digital wealth experiences for emerging-affluent customers, enabling clearer financial understanding, personalised insight and actionable next steps, while integrating with complex legacy systems and regulatory constraints.

Role & Contribution:

Led the discovery and experience design working closely with product, engineering and senior stakeholders

Shaped product vision and experience strategy. Informing definition, prioritisation and delivery timelines

Designed flows for financial data capture, insights and guidance balancing business objectives and technical feasibility.

Solution:

Created modular data visualisation patterns and content structures for financial insights

Designed conversational and guided experiences to simplify complexity

Integrated customer data and third-party APIs to enable personalised insight.

Outcomes:

Integrated third party APIs with AI to create personal finance experiences

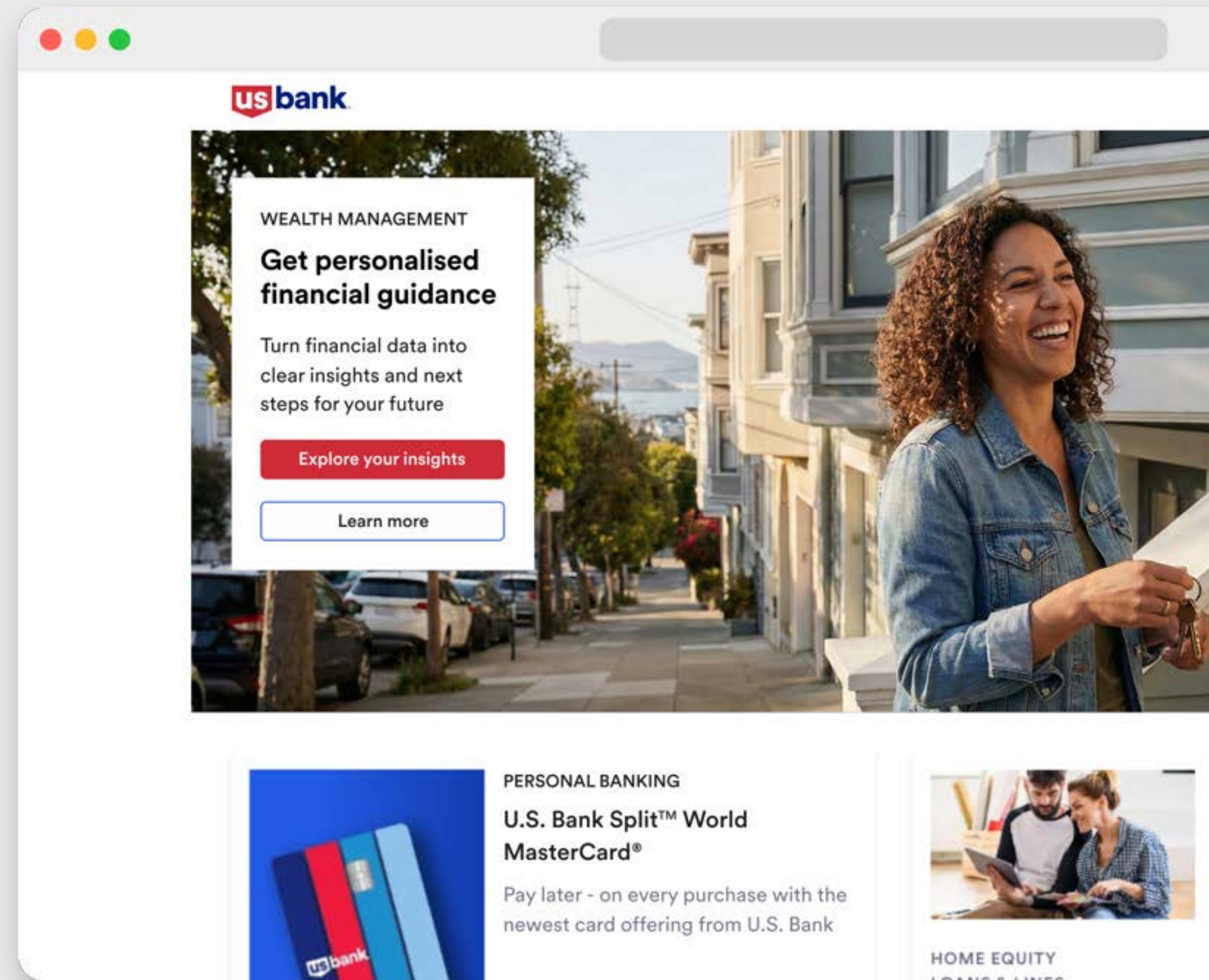
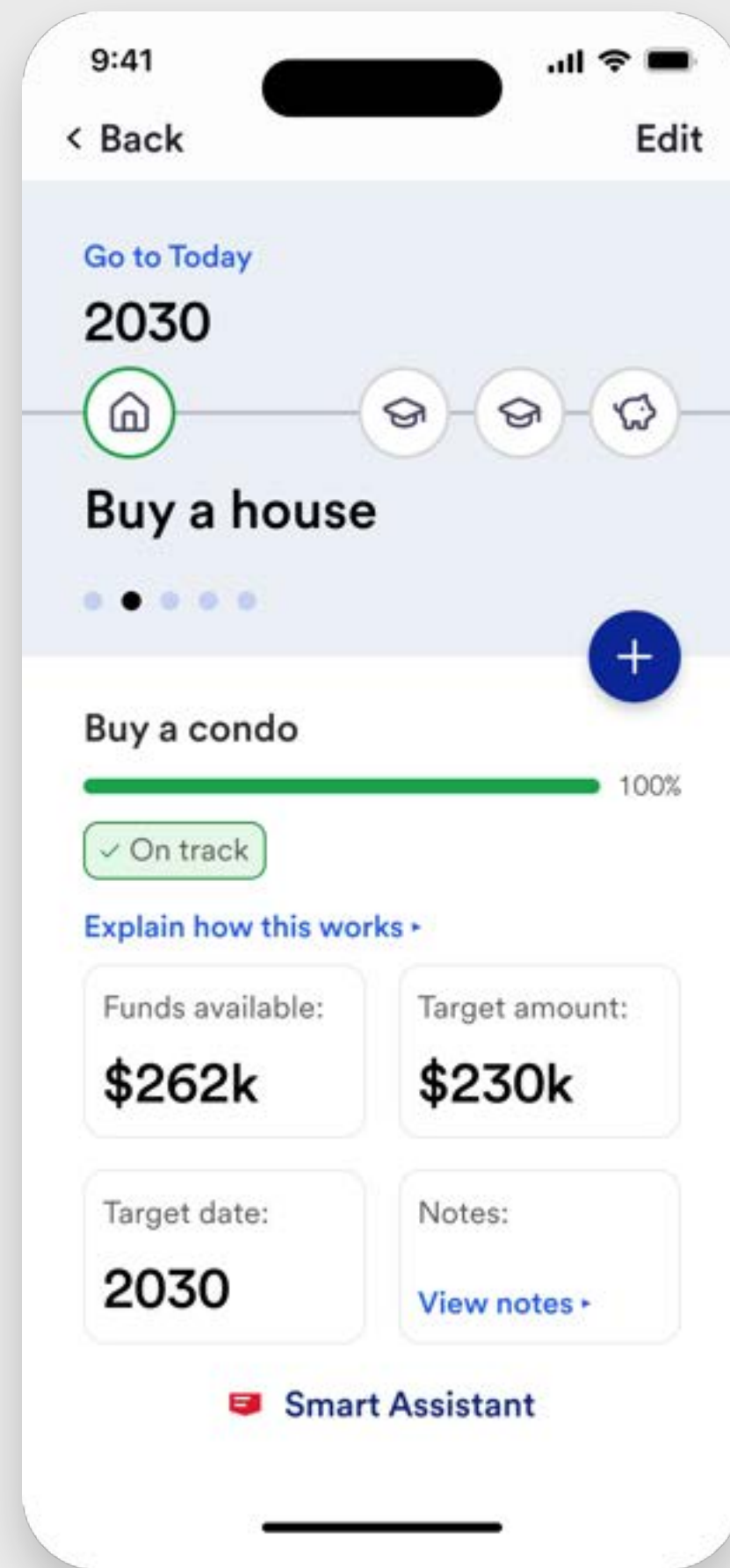
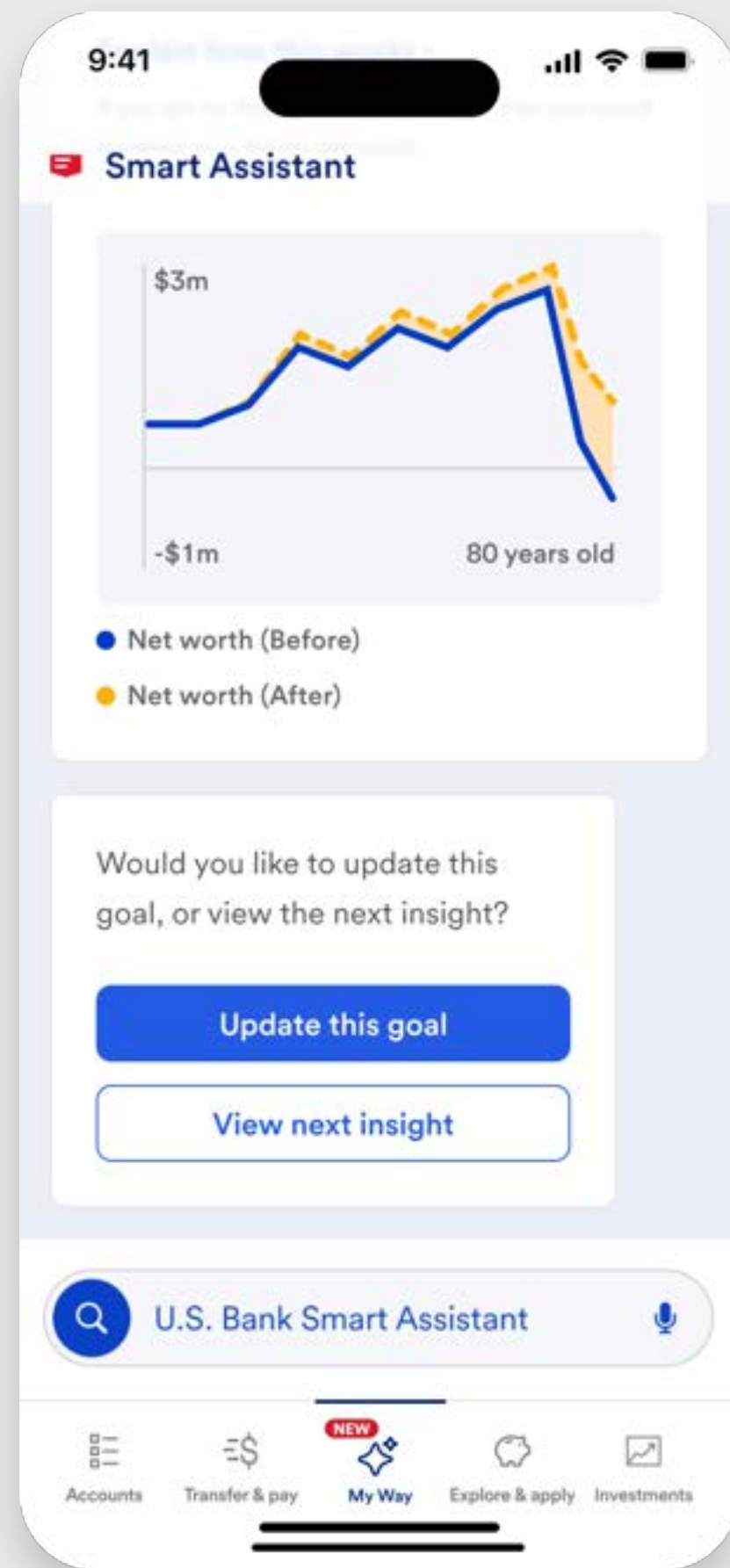
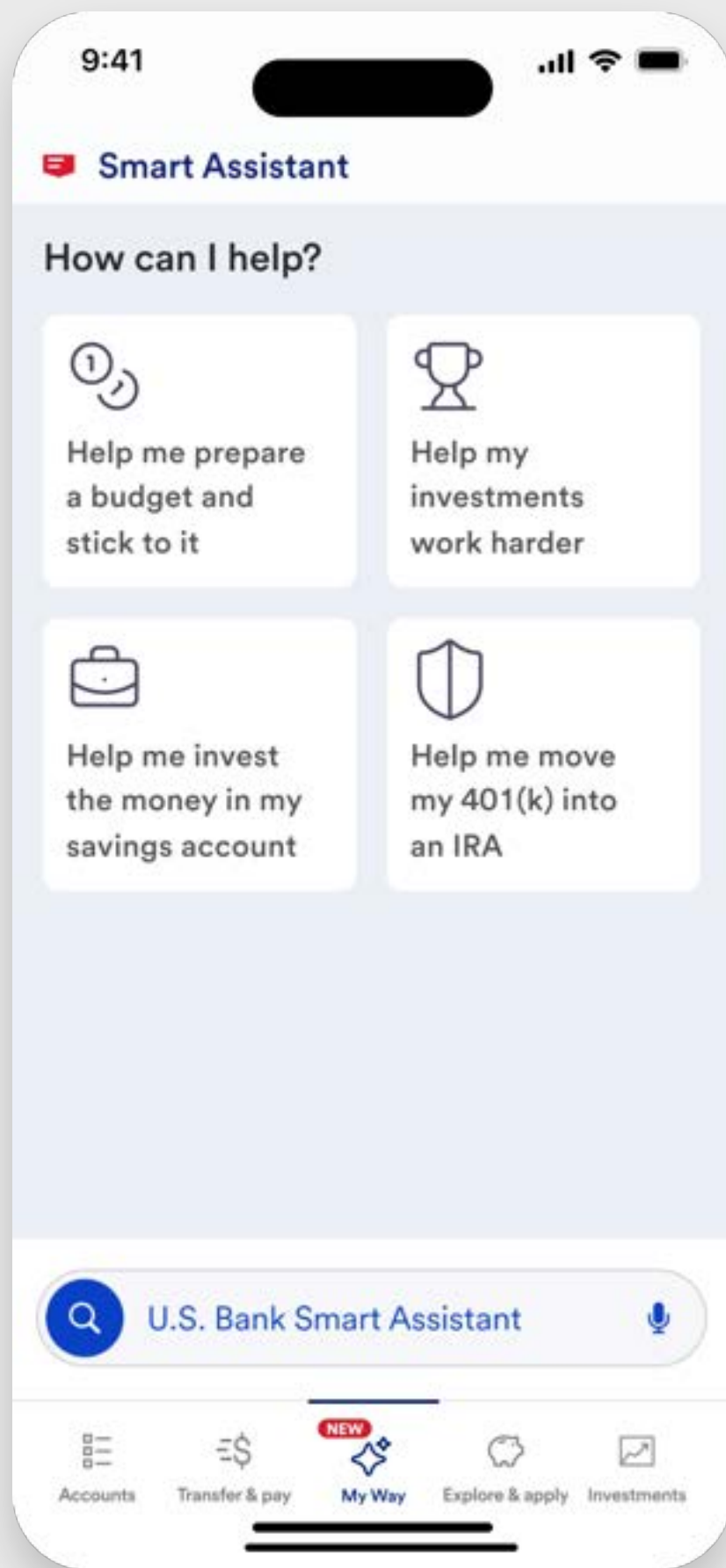
User testing to validate concepts, collect signals and strengthen product-market fit through early feedback

Provided a scalable foundation for future features and commercial growth.



US Bank x AI Finance

Start → Set Goals → Manage Finances → Explore Insights → Next Steps → Better Financial Health



Visual Encyclopaedia Productivity

For Web with Replit

Challenge:

Design an AI-powered knowledge exploration tool that transforms dense, connected information into an engaging, intuitive experience, making learning feel discoverable and personal rather than linear and overwhelming.

Role & Contribution:

Founded and led end-to-end product and design, spanning strategy, UX and hands-on prototyping

Shaped product vision, requirements, information architecture and tiered access model from concept to build

Defined interaction models and onboarding, engagement and conversion strategy while balancing scope and technical feasibility.

Solution:

Built a knowledge graph and word cloud navigation system seeded from trending real-world content

Designed tiered access experiences to balance open exploration with progressive conversion moments

Used Replit and Google Analytics to rapidly prototype and validate the core explorer experience with live user data

Outcomes:

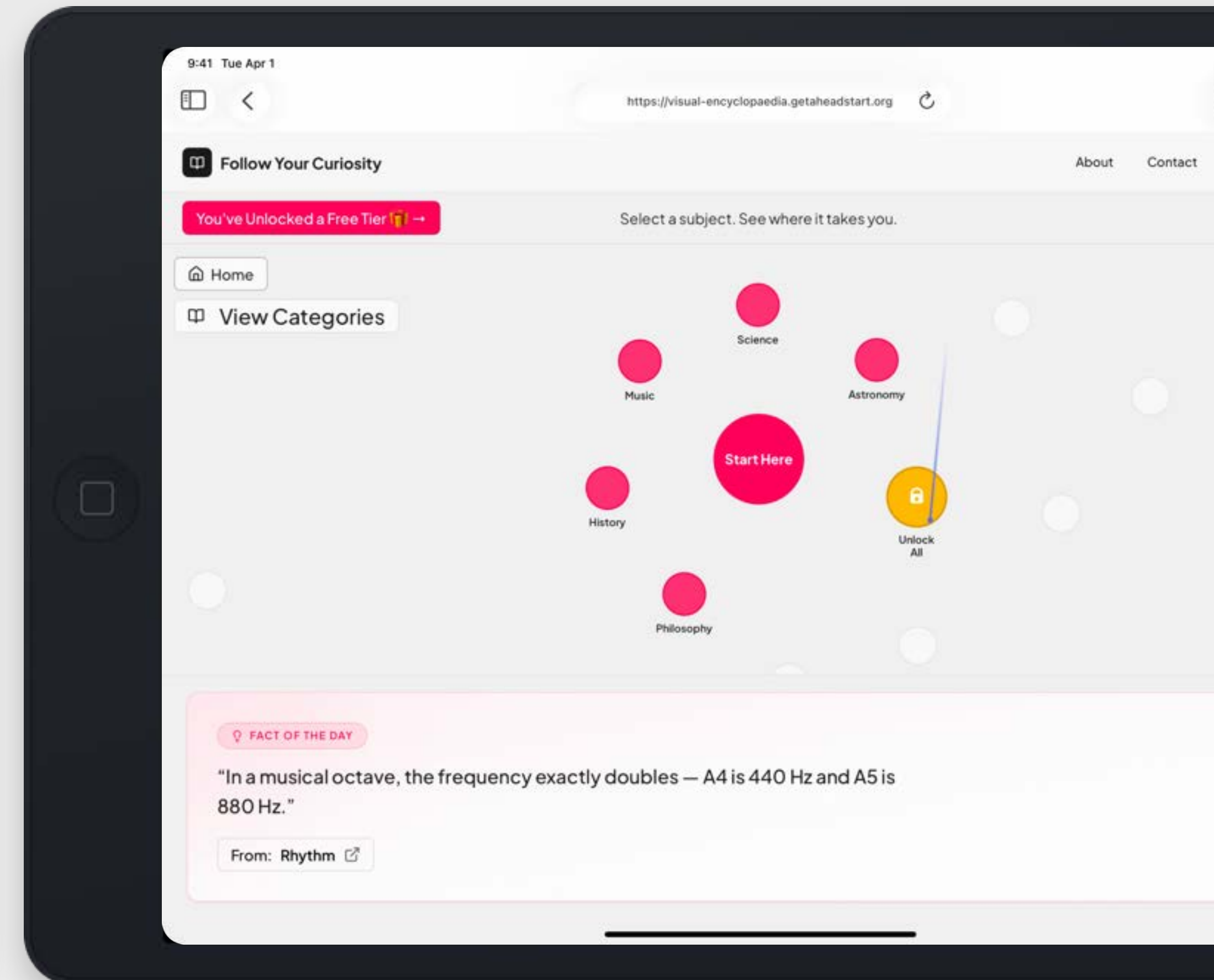
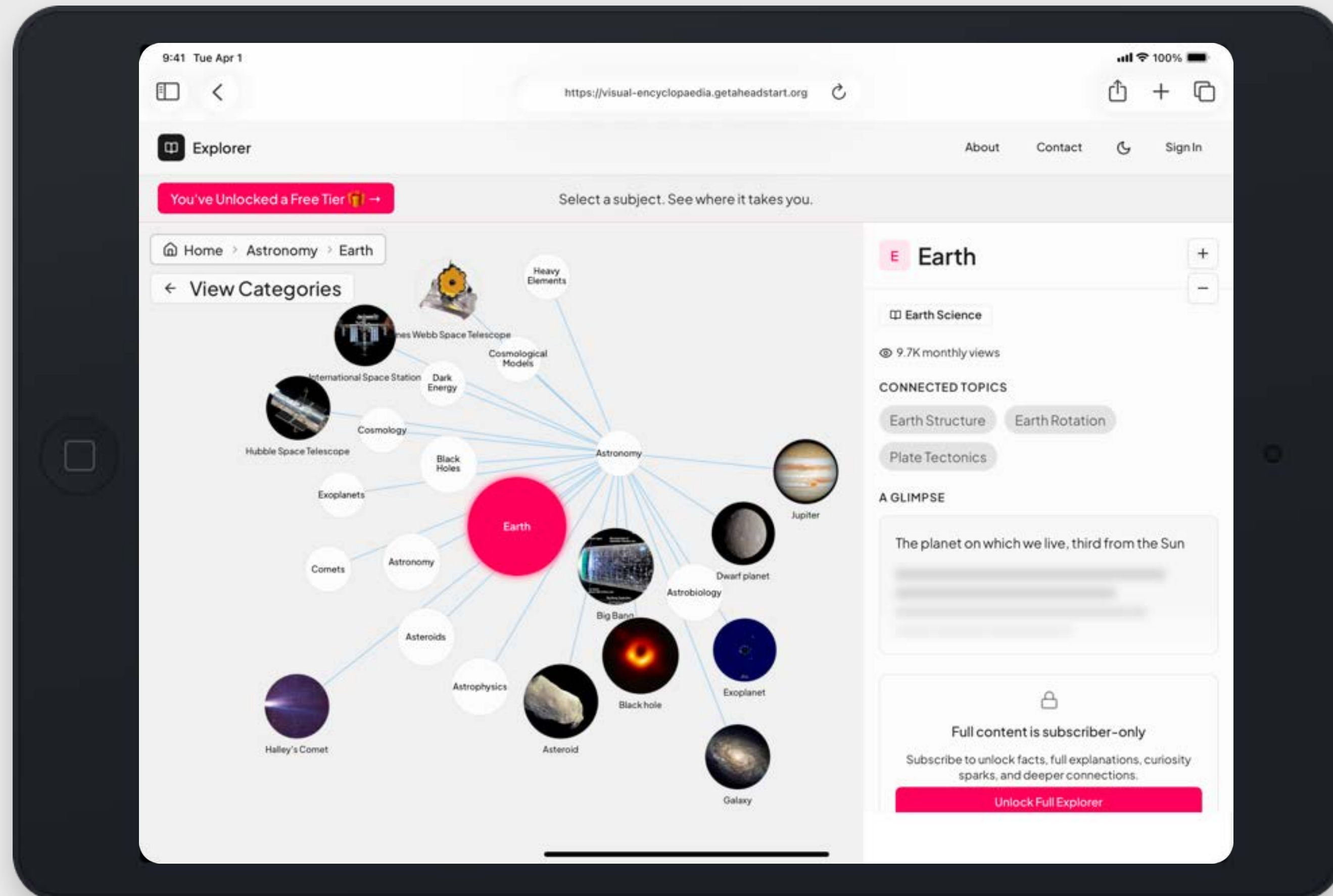
Shipped a scalable AI-powered experience with content and data architecture

Identified key retention and conversion signals, including repeat visit patterns and subject-level engagement, to inform the next product phase.



Visual Encyclopaedia Productivity

Start → Choose a Subject → Explore the Graph → Discover Connections → Build Your Map → Deeper Understanding



Bloomberg New Energy Finance News

For Apps & Back Office

Challenge:

Streamline the publishing and content management workflow for sustainability-focused news and media, while supporting multiple content types and maintaining quality at scale.

Role & Contribution:

Led experience design for editorial workflows, working closely with content, product and engineering teams

Simplified publishing processes and defined responsive content patterns to support articles, video and reports

Balanced editorial flexibility with consistency and performance.

Solution:

Designed a scalable publishing platform with dynamic templates and reusable components

Established a lightweight design system to support responsive layouts and efficient content creation

Enabled faster iteration and clearer governance across editorial teams.

Outcomes:

Accelerated editorial production cycles and reduced publishing friction

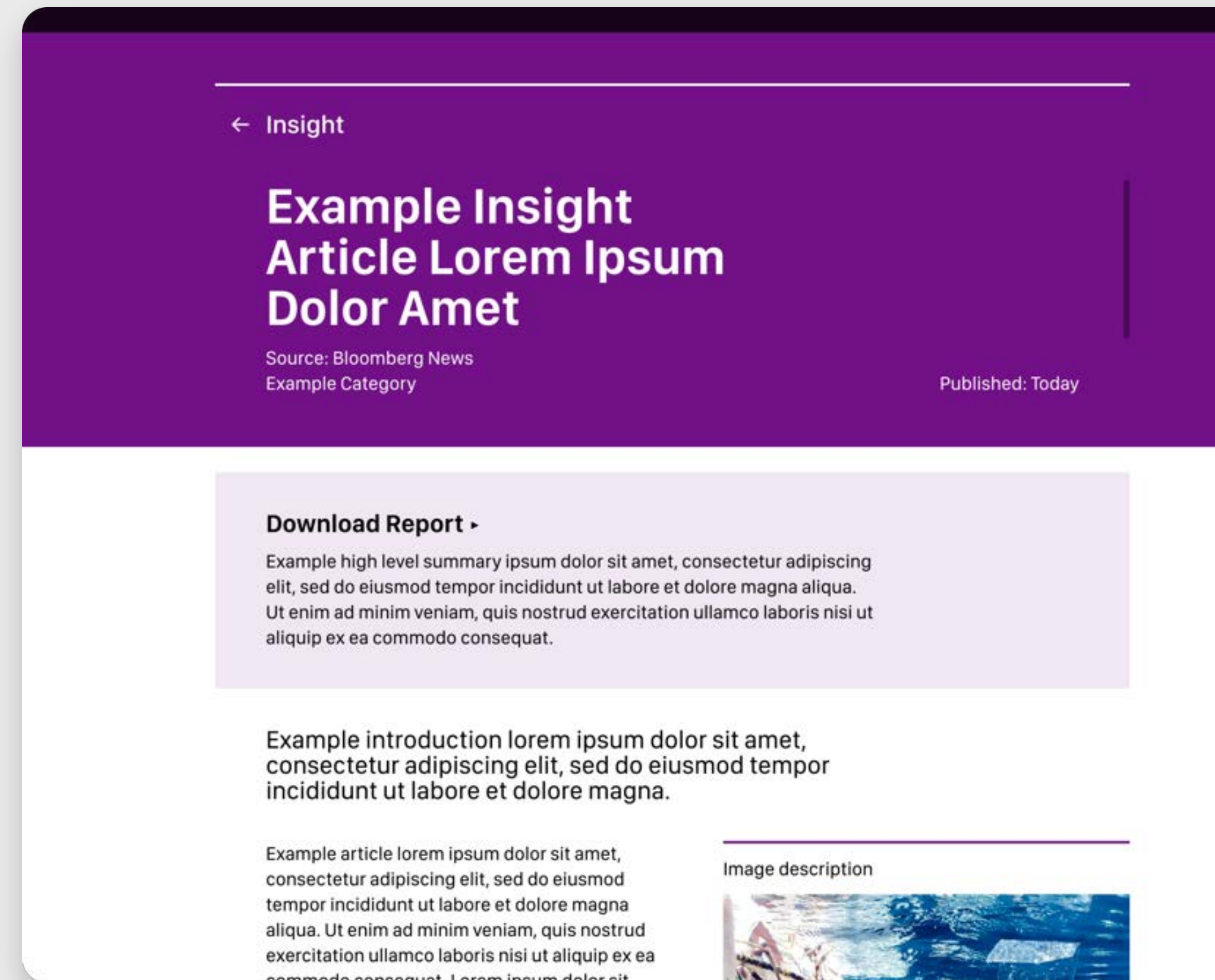
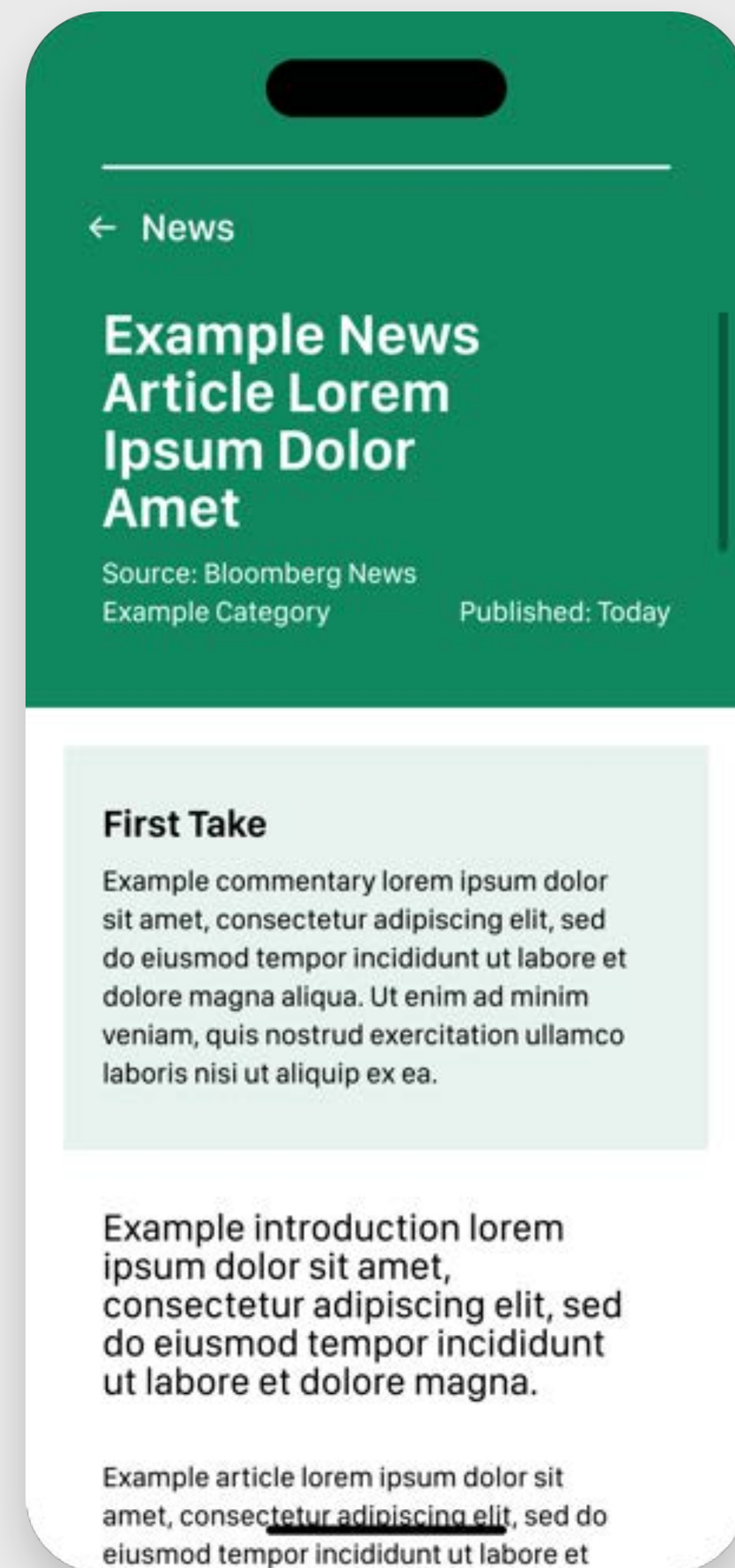
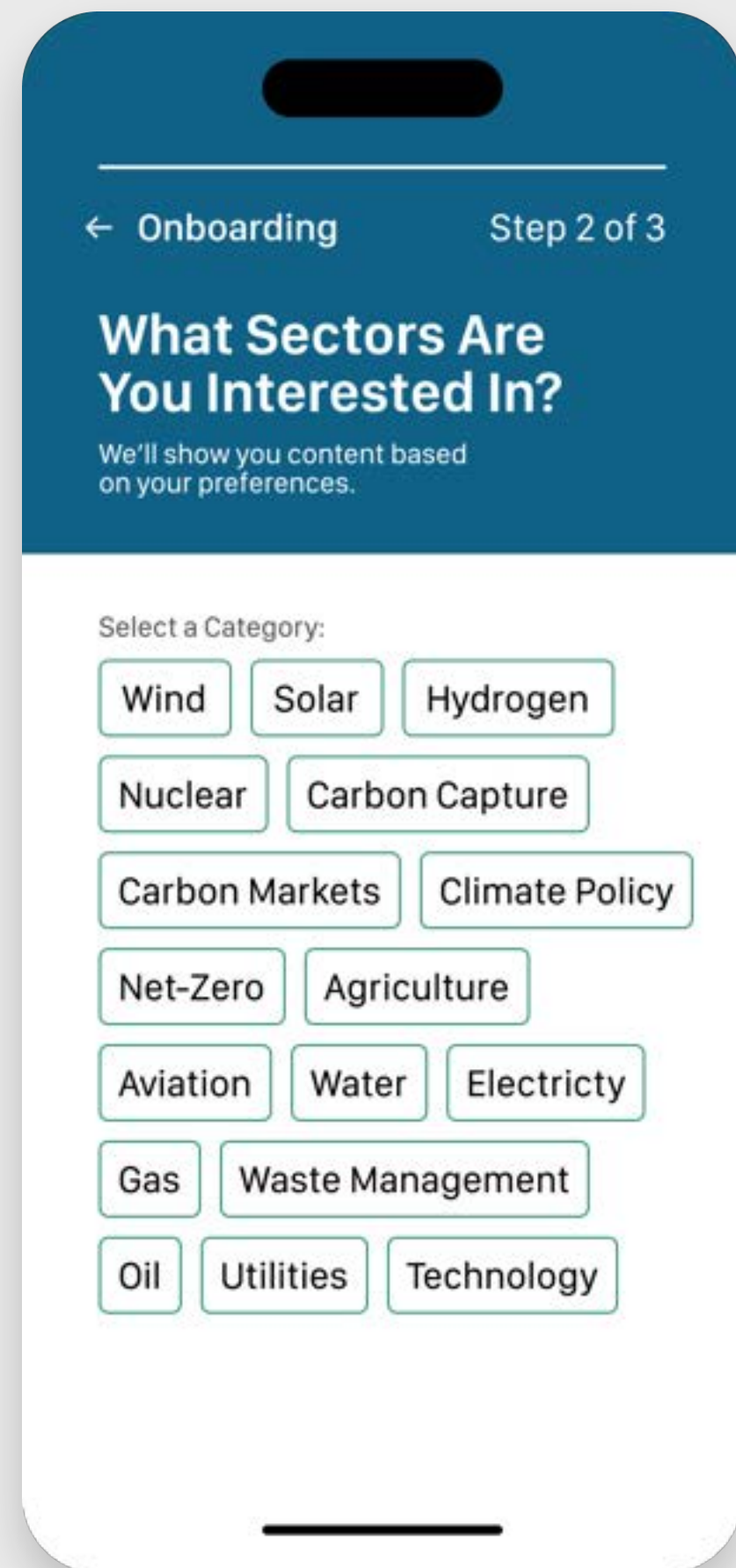
Increased readership and engagement across sustainability news segments

Improved consistency and scalability of Bloomberg NEF's digital publishing capability.



Bloomberg New Energy Finance News

Start → Explore → Read → Save → Deep Dive → Stay Informed



Saudi Telecom x Walk & Talk Utilities

For iOS Apps

Challenge:

Design an iOS experience that motivates STC customers to build a daily walking habit, rewarding physical activity with real network benefits, balancing behaviour change principles with a seamless, delightful product that felt native to the telco's ecosystem.

Role & Contribution:

Led discovery and experience design in close collaboration with senior STC stakeholders

Shaped the product vision and interaction framework from concept through to delivery

Defined prioritisation and design direction across the full iOS experience.

Solution:

Designed a step-tracker with progress, rewards and Apple health integration

Created surprise & delight animations to reinforce habit-forming milestones

Built a clear, motivating visual language connecting physical activity to tangible network rewards.

Outcomes:

Delivered a health-positive experience that deepened customer engagement with the STC network

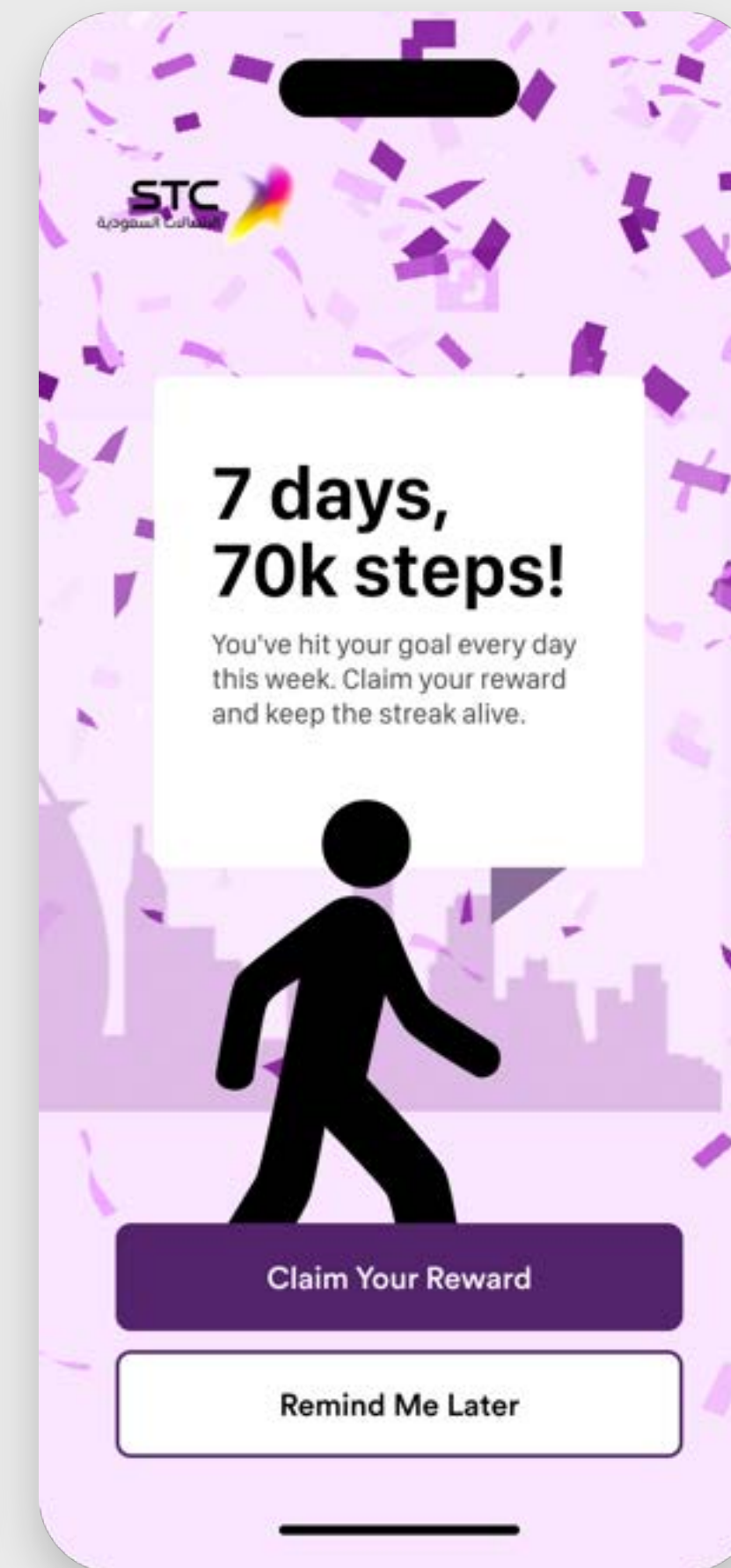
Tied behaviour to network benefits, creating a meaningful loyalty loop

Established a scalable design foundation for future activity-based reward features.



Saudi Telecom x Walk & Talk Utilities

Start → Onboard → Track → Reward → Use Network



Nectar x Wellbeing Tracker Productivity

For iOS Apps

Challenge:

Design an iOS experience that helps Nectar customers build self-awareness around their emotional wellbeing through daily mood tracking, connecting consistent habits to meaningful rewards and making invisible patterns visible over time.

Role & Contribution:

Led discovery and experience design working closely with senior stakeholders across product and commercial teams

Shaped vision and experience strategy from early concept through to delivery

Defined the design direction for mood capture, data visualisation and reward integration.

Solution:

Designed an intuitive daily mood logging experience with a clear, low-friction input model

Created calendar and trend visualisations to help customers see emotional patterns over time

Built surprise & delight moments to reinforce daily habit completion and reward engagement.

Outcomes:

Gave customers a meaningful tool to track and reflect on emotional wellbeing

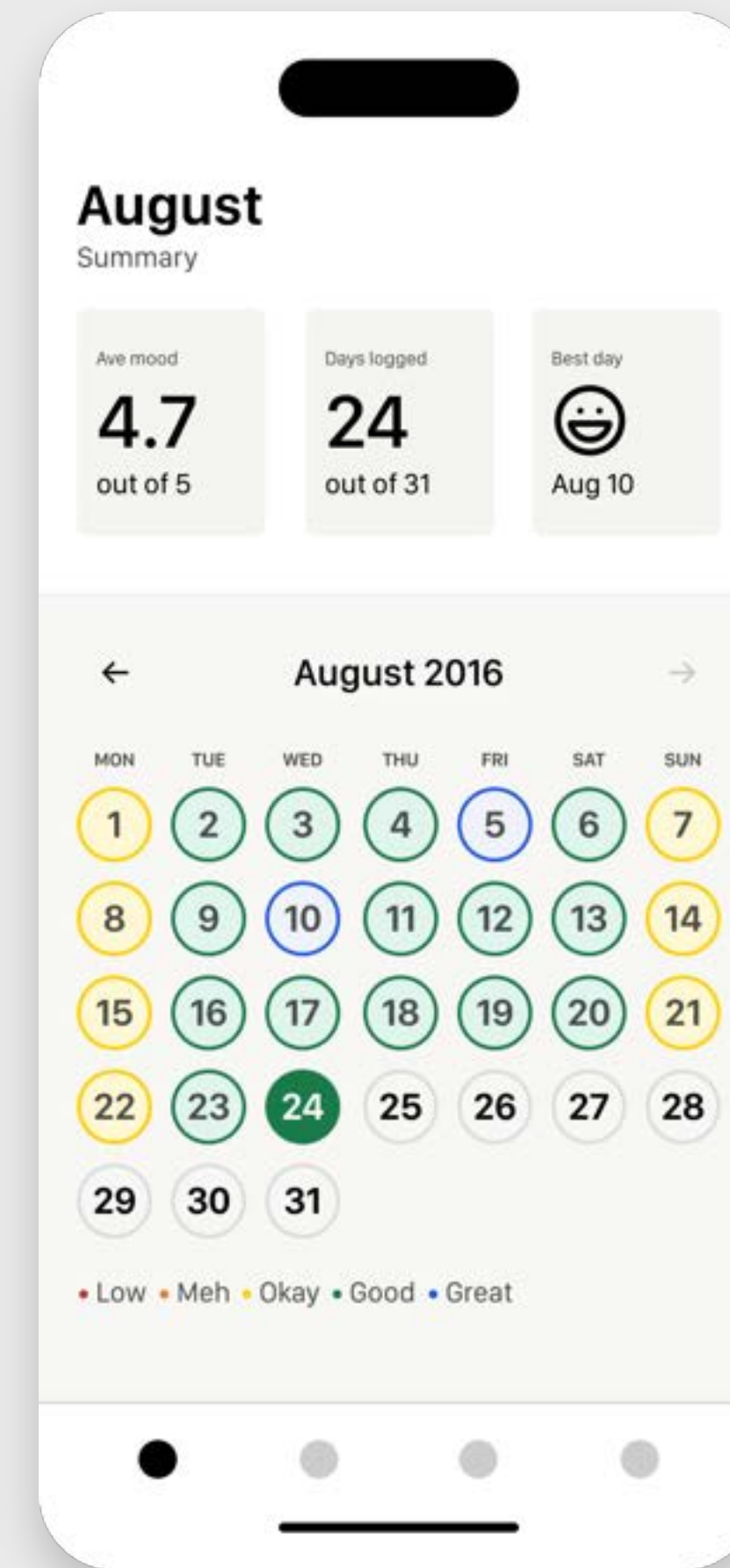
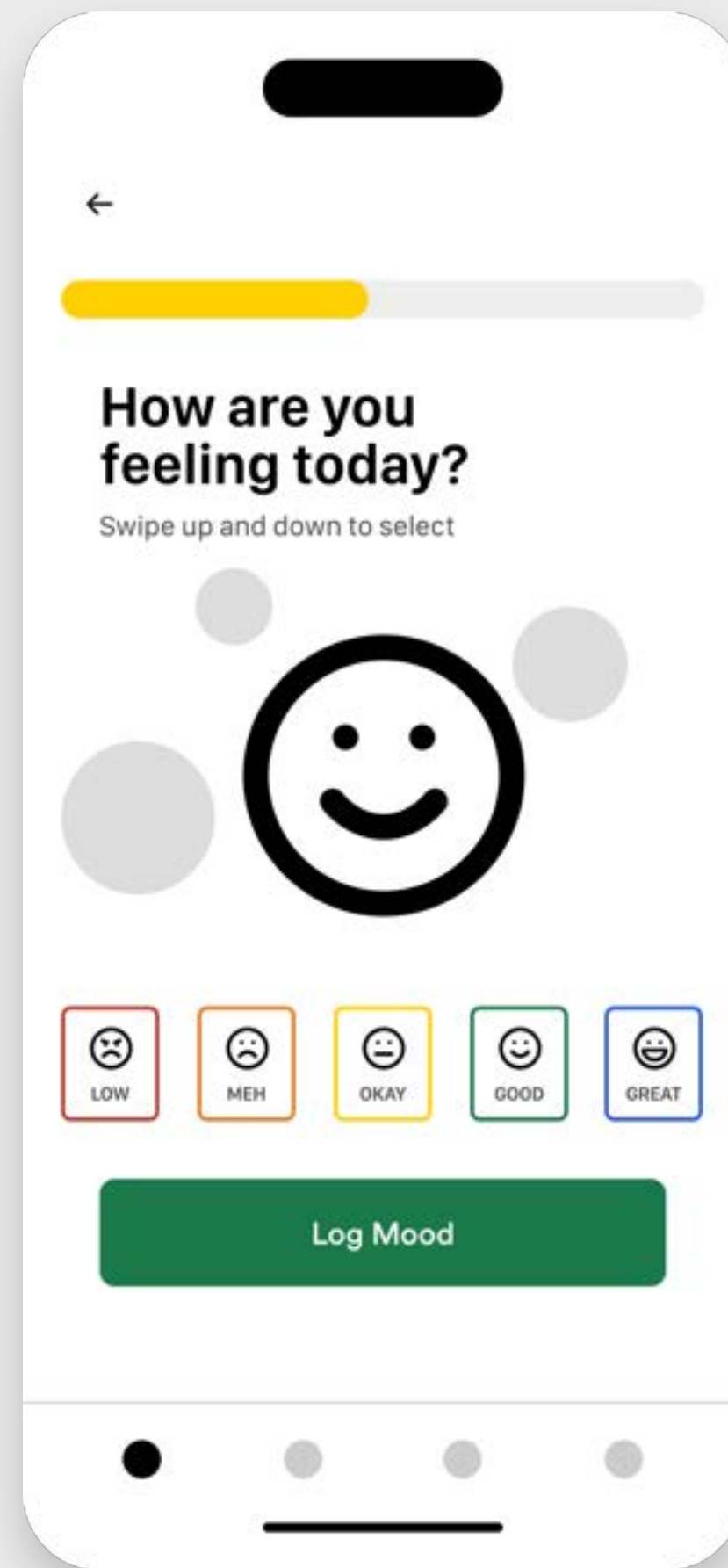
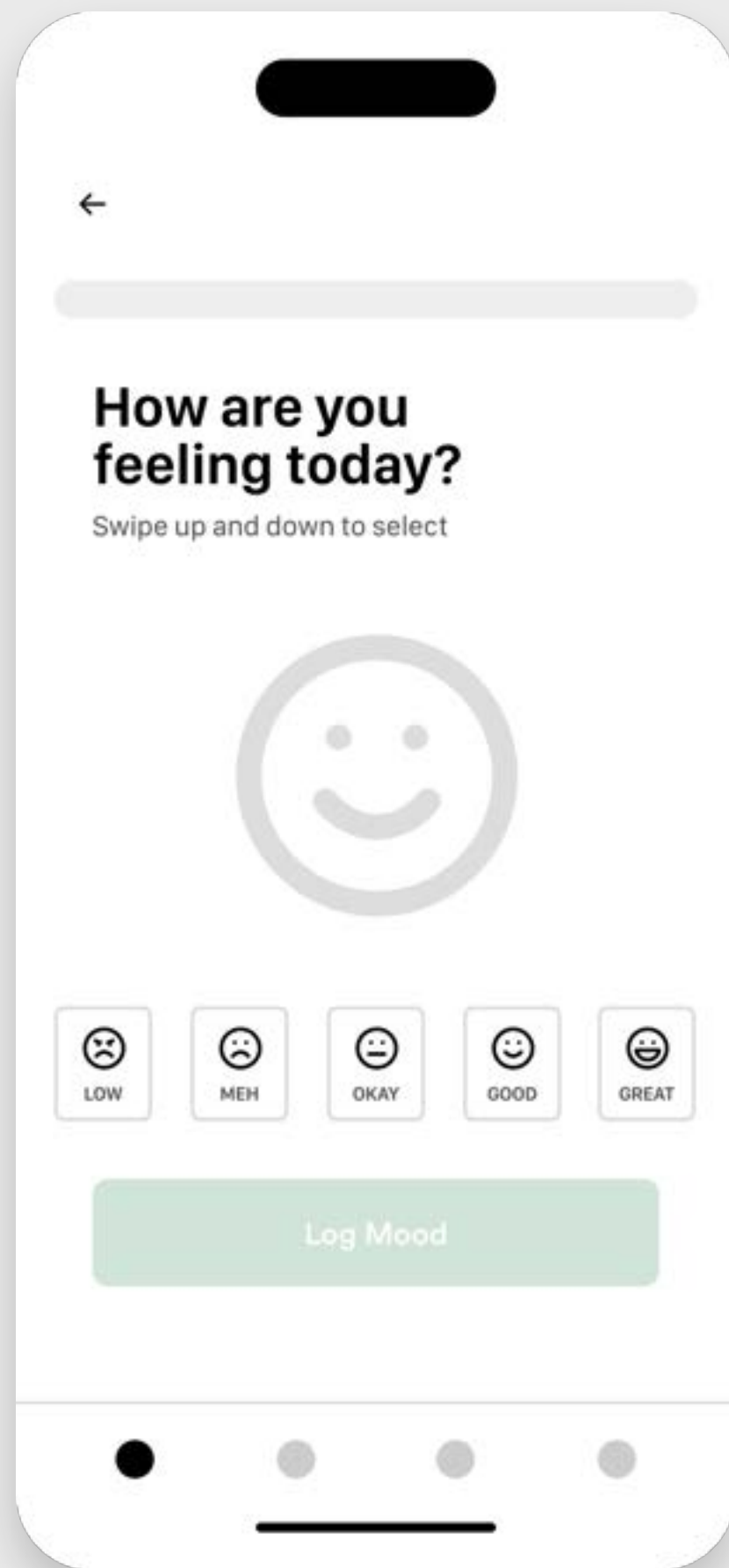
Visualised behavioural change, strengthening habit loop and retention

Reward mechanics tied daily logging to Nectar points for daily engagement.



Nectar x Wellbeing Tracker Productivity

Start → Onboard → Log → Reflect → Reward → Use Points



The Open Official Application Sport

For Web, Apps & Back Office

Challenge:

Create a digital companion experience that enhances the live competition for fans attending and following The Open Championship, across on-site and remote contexts.

Role & Contribution:

Led UX and UI improvements for the official app, focusing on clarity, speed and engagement

Integrated real-time data and location-based experiences to support live event usage

Worked closely with stakeholders to balance broadcast, venue and fan needs.

Solution:

Designed an interactive event app featuring news, live scoring, player updates and venue maps

Introduced iBeacon-driven, location-aware content to enhance on-site experiences during the tournament

Unified information architecture to support quick access in high-traffic, time-sensitive environments.

Outcomes:

Improved fan engagement during event

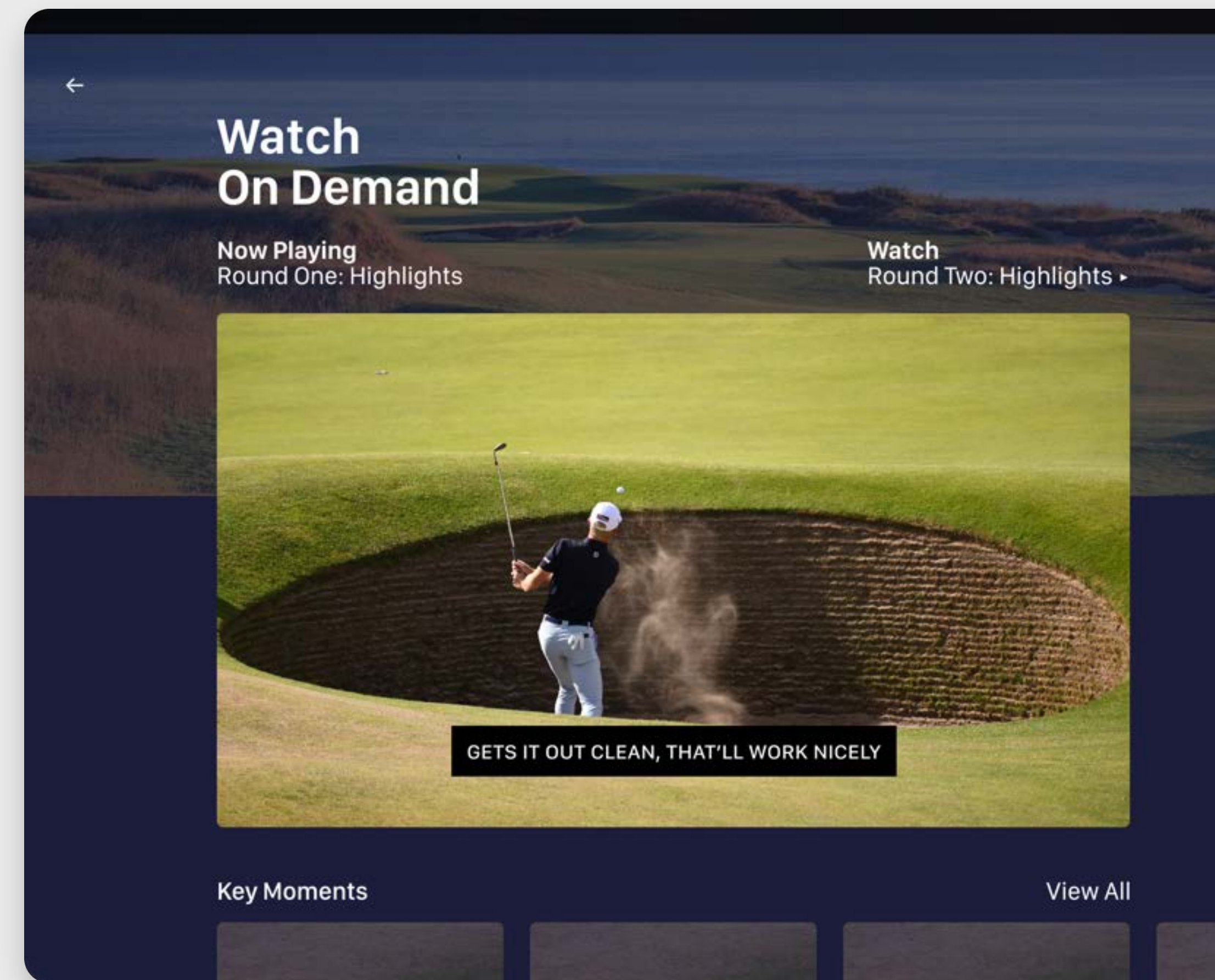
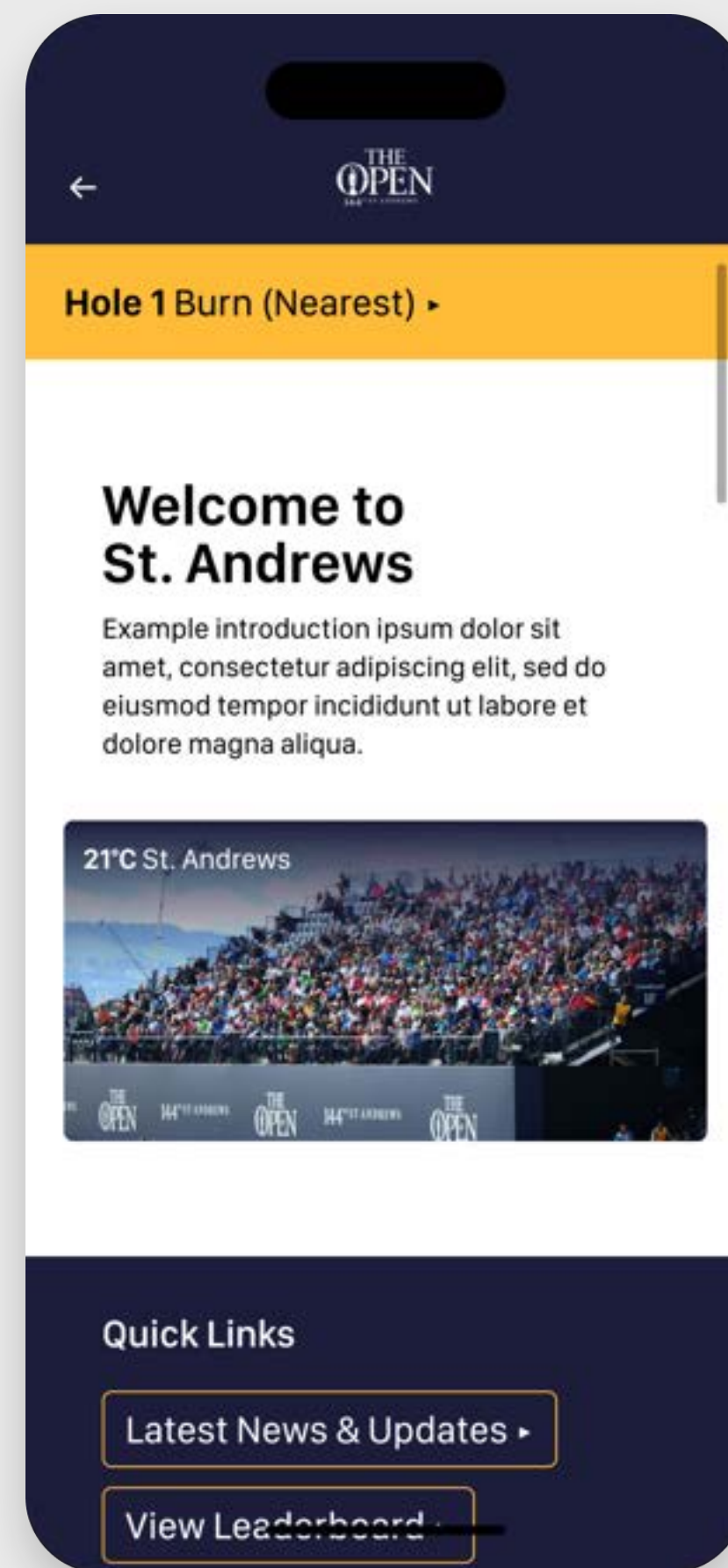
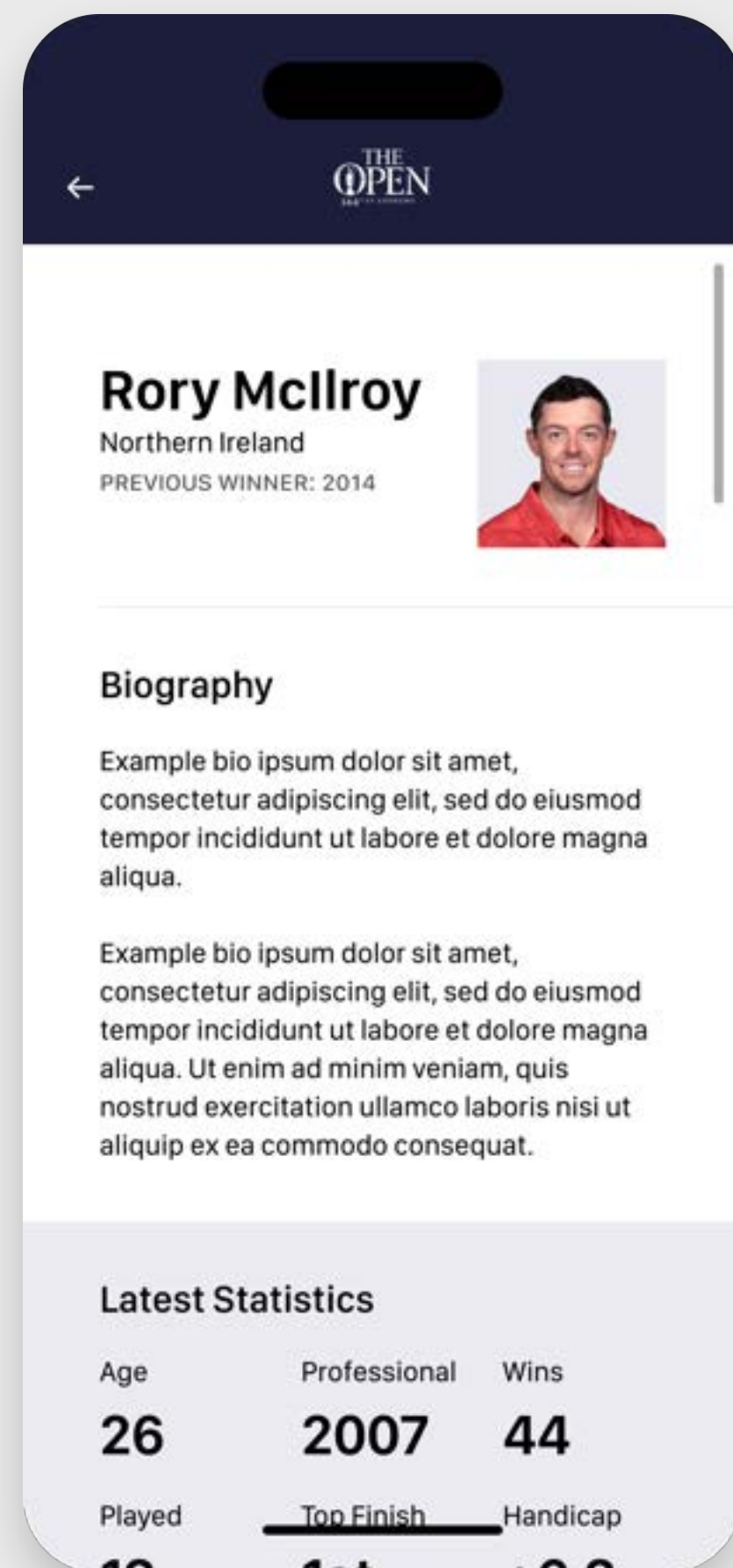
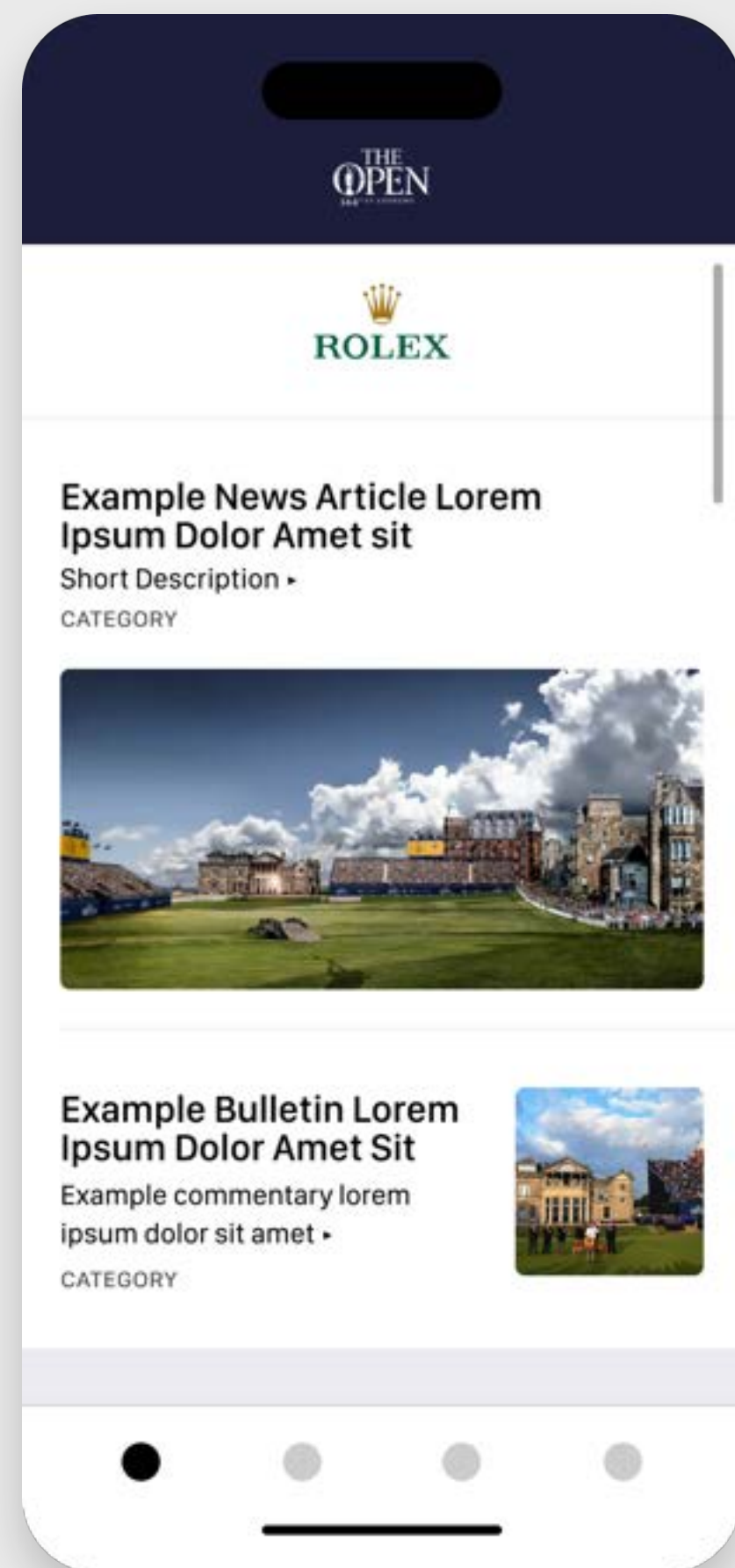
Delivered location-aware updates and clearer visitor information on-site

Enhanced the overall digital experience supporting one of golf's largest global events.



The Open Official Application Sport

Start → Explore → Follow Players → Live Updates → On-Site Interactions → Recap



ASOS Shopping

For Emails, Web, Apps & Back Office

Challenge:

Optimise the end-to-end customer journey from discovery to purchase across multiple markets, languages and devices, while supporting rapid growth and evolving customer expectations.

Role & Contribution:

Led design initiatives across campaigns, personalisation, product detail pages, account management and returns

Partnered with product, data and engineering teams to deliver data-driven optimisation at scale

Balanced commercial objectives with usability and brand consistency.

Solution:

Implemented enhanced discovery features including Visual Search and Dynamic Pricing

Optimised product information architecture and unified design across email, web and apps

Established patterns and standards to support consistent global execution.

Outcomes:

Increased engagement, conversion and retention across key journeys

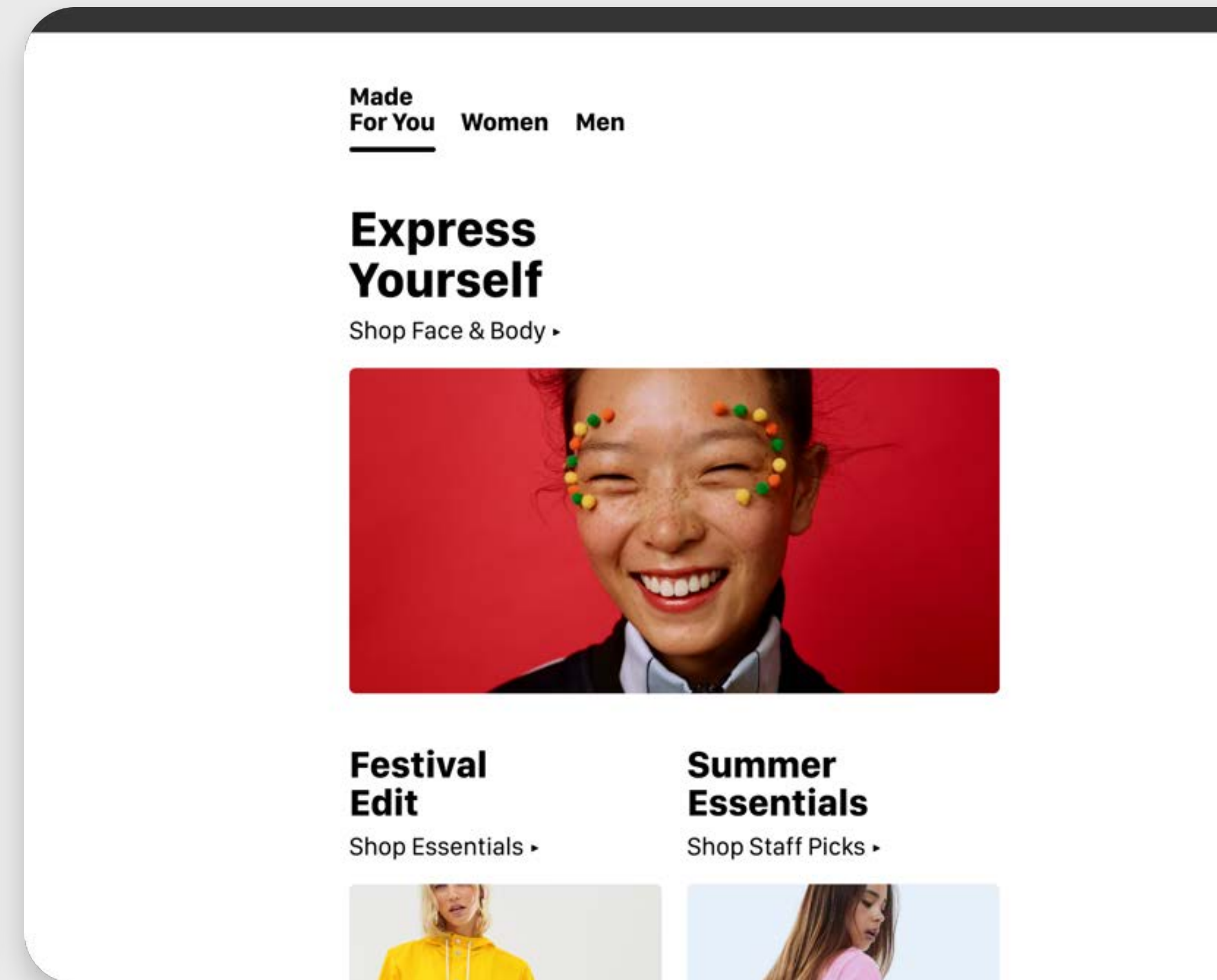
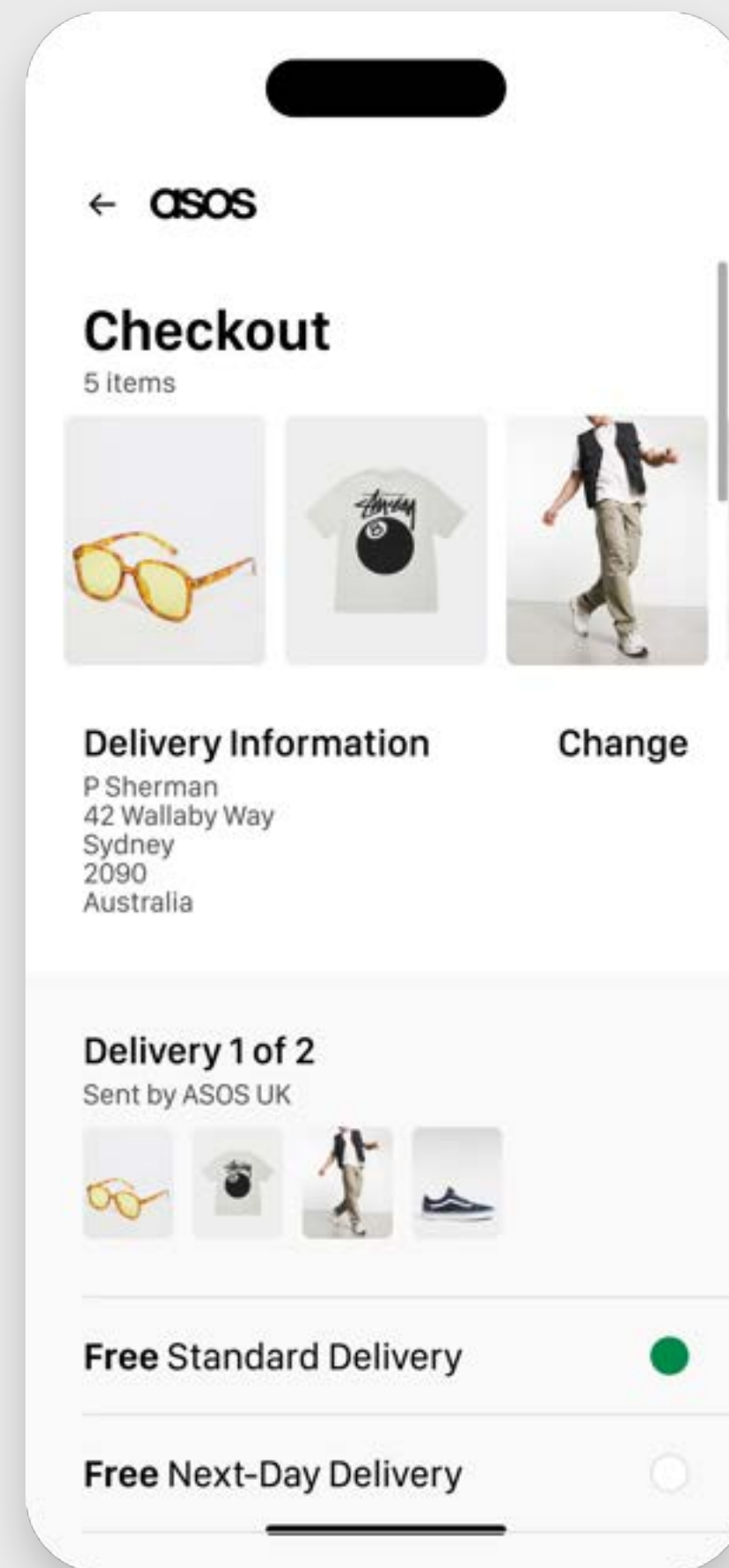
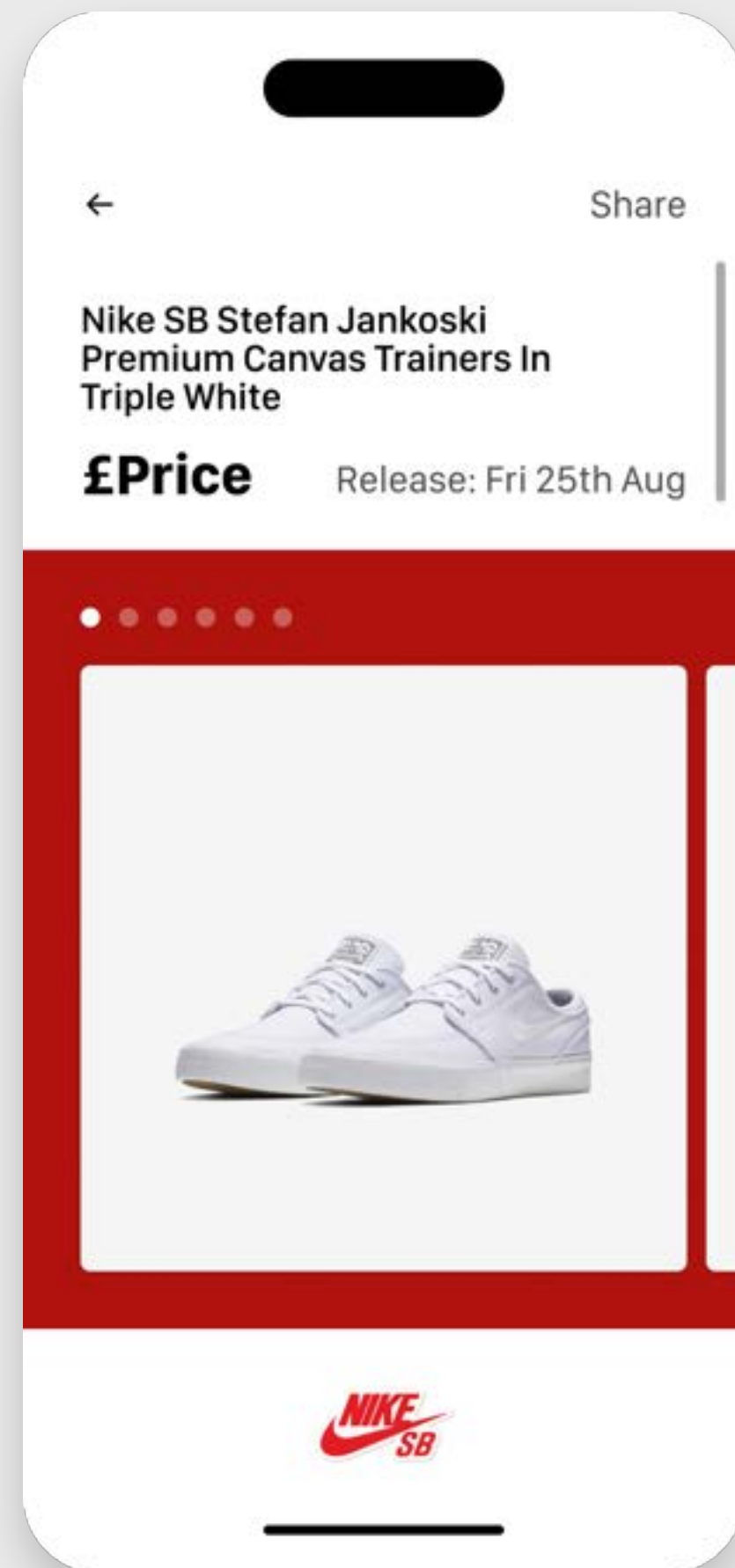
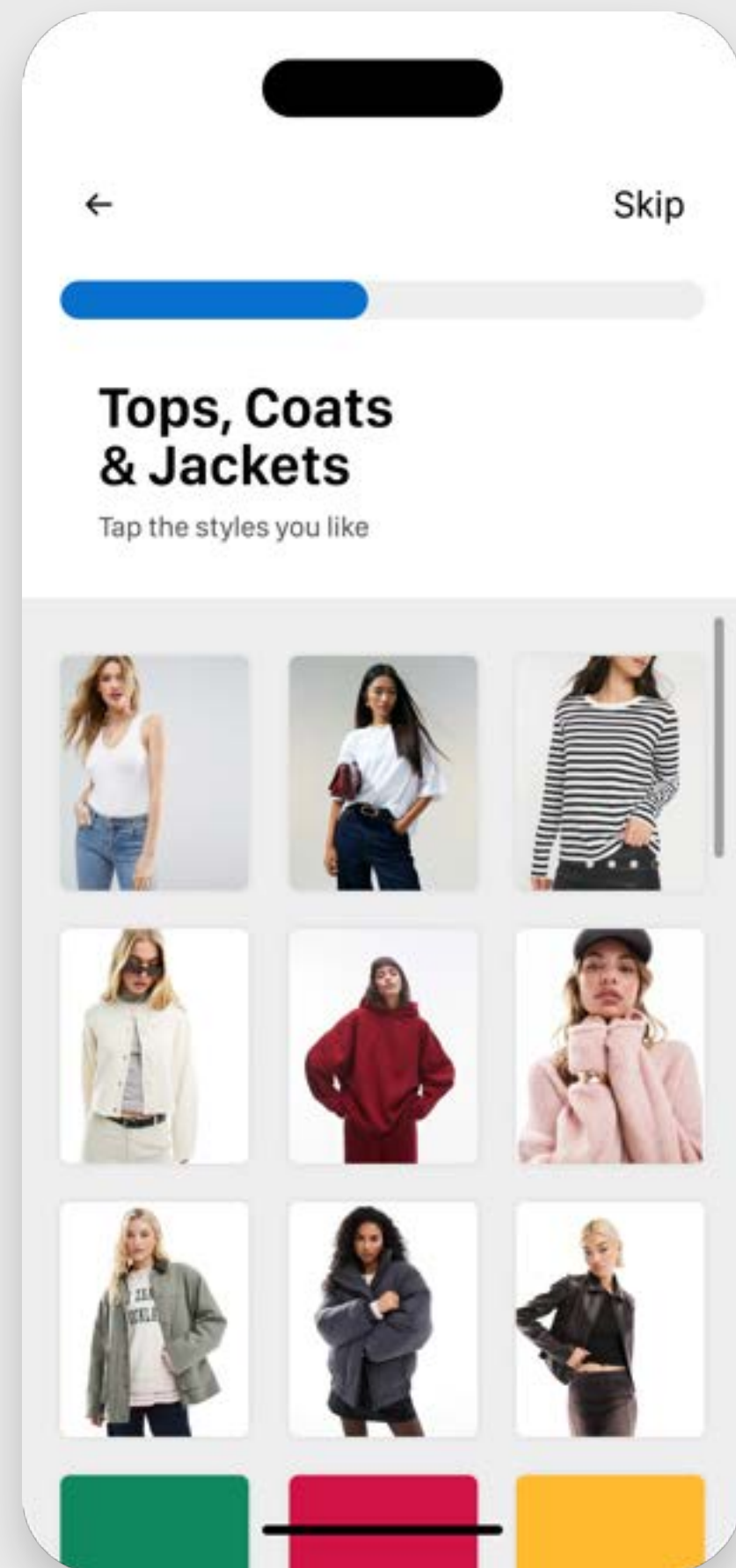
Delivered a cohesive global brand experience across channels

Supported scalable growth through consistent, optimised customer experiences.



ASOS Shopping

Start → Explore → Add-To-Bag → Place Order → Manage



Business Banking Calculator Finance

For Apps, Emails & In-Store

Challenge:

To design an integrated, end-to-end experience that streamlined interactions, improved sales conversations and worked across multiple brands on shared technology.

Role & Contribution:

Led UX and UI design across the end-to-end journey, mapping workflows from internal relationship managers through to business customers

Developed personas and journey maps to uncover goals, motivations, constraints and pain points

Designed interaction models and interfaces that connected internal tools with customer-facing outputs, ensuring alignment between workflows and interactions.

Solution:

Designed a business banking calculator to support internal teams in generating quotes and comparisons in real time

An interactive experience that enabled exploration of financial products

Built a flexible, white-label framework allowing the same technology engine to operate across multiple brands.

Outcomes:

Streamlined internal workflows, data capture and reducing reliance on paper

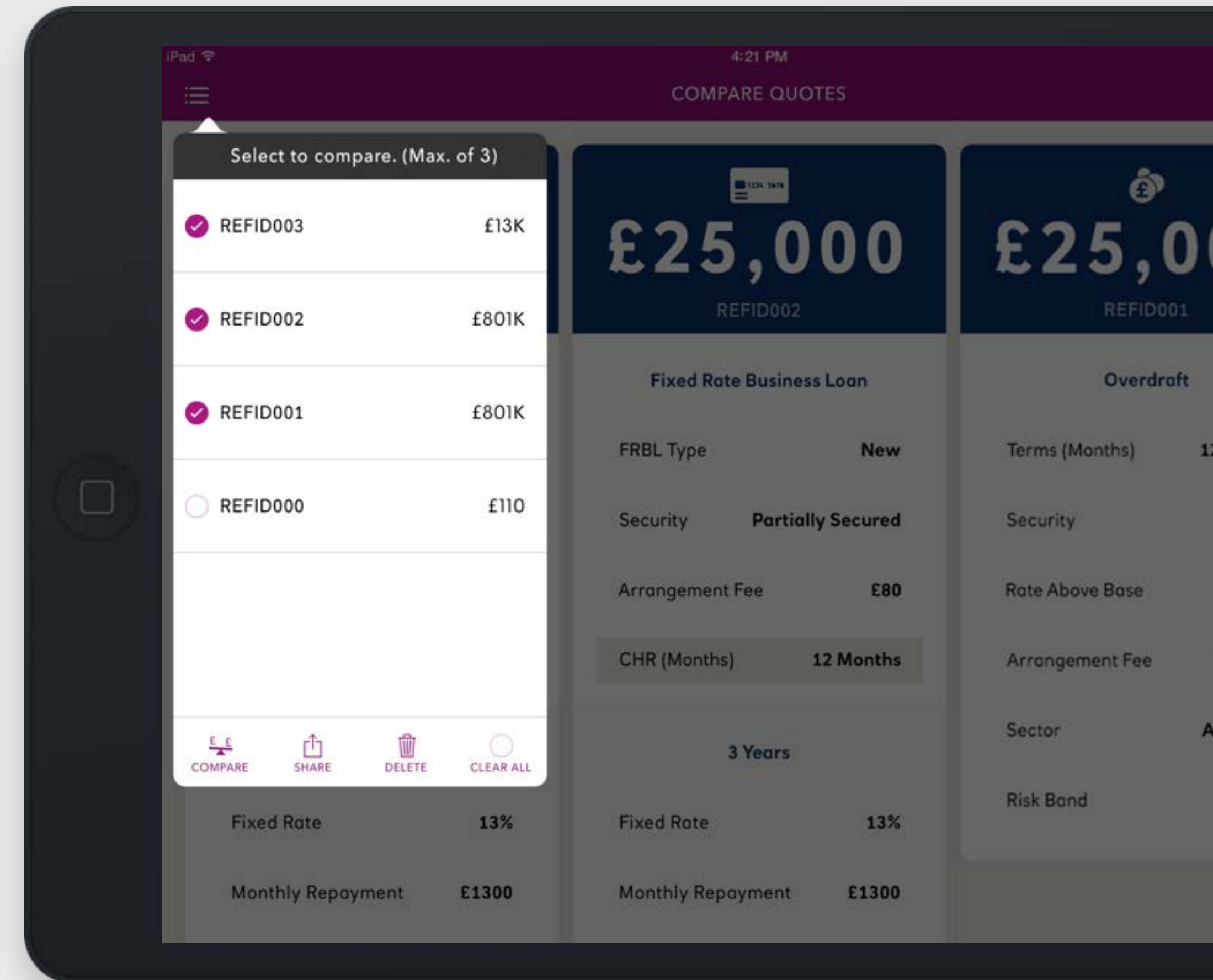
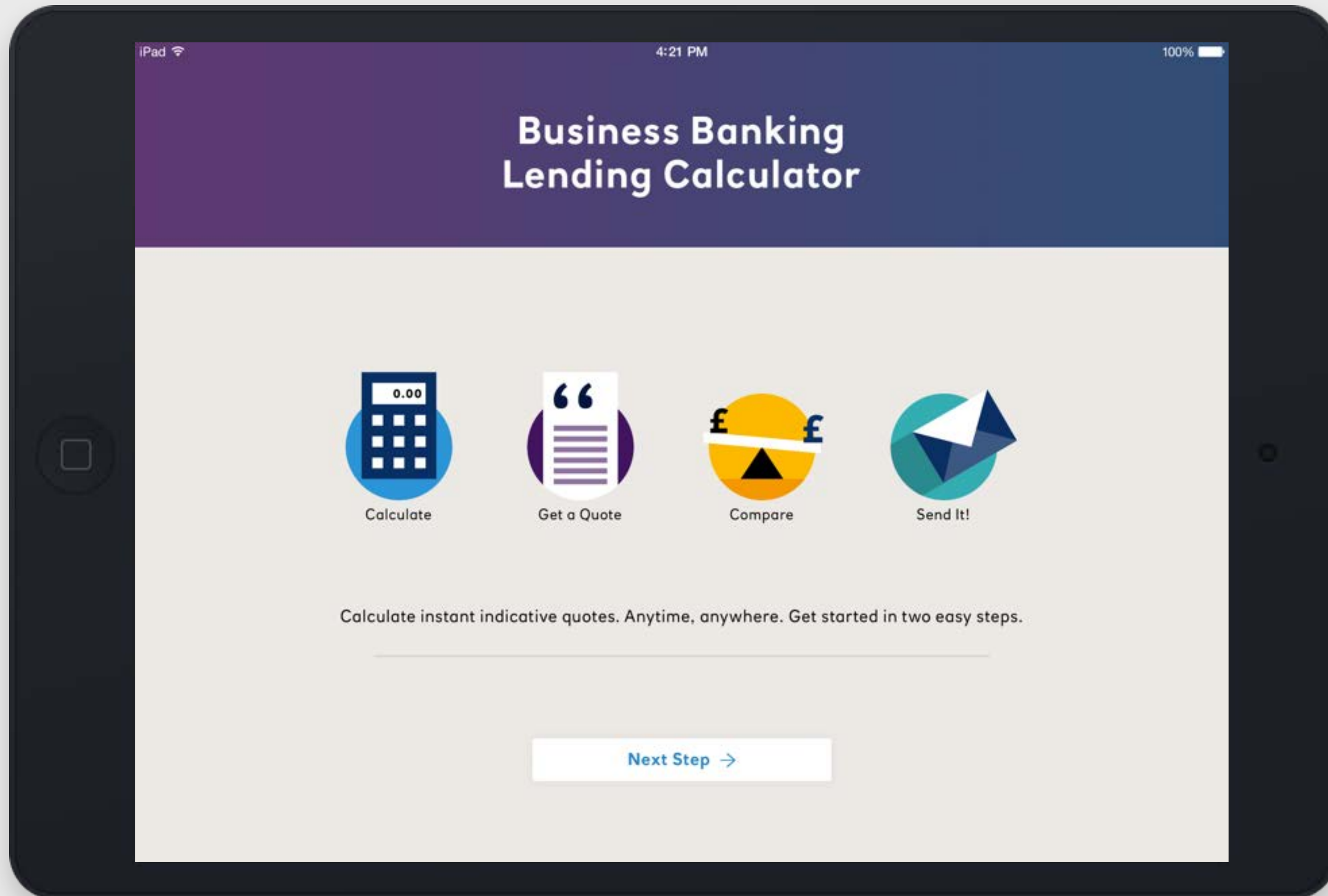
Improved sales efficiency through real-time modelling, quote and comparison

Created a scalable cross-brand solution that supported consistent customer experience while reducing duplication.



Business Banking Calculator Finance

Start → Visit → Explore → Get Quote → Compare → Open Account → Manage



What I Make

Blending technical skills
to balance function & aesthetics

Experience Design

Designing end-to-end experiences that create user-centric value and drive sustainable growth

User Experience

Research & Insights:
Applying qualitative and quantitative methods to uncover user needs, behaviours and opportunity

Design Thinking:
Framing complex problems, ideating solutions and iterating with evidence

Design Systems:
Building scalable, accessible systems that enable consistency and delivery at pace.

Brand Experience

Design Strategy:
Aligning visual and interaction design with brand intent and business goals

Content & Storytelling:
Crafting clear, human-centric narratives that build trust and emotional connection

Campaigns:
Designing multi-channel experiences that strengthen recognition and recall.

Customer Experience

Engagement:
Creating meaningful moments that capture attention and encourage interaction

Conversion:
Optimising journeys to turn intent into measurable action

Retention:
Building long-term loyalty through trusted, considered experiences.

Collaboration

Shared principles and frameworks that align teams, reduce risk and deliver outcomes

Design Process

Human-Centric:
Grounding decisions in real user needs,
behaviours and context.

Form & Function:
Balancing clarity, usability and visual craft.

Test & Learn:
Validating ideas through early feedback,
experimentation and iteration.

Ways Of Working

Multi-Disciplinary Teams:
Design × Product × Technology working
together to align vision, strategy and
execution.

Agile Delivery:
Applying Scrum, Kanban and sprint-based
practices to prioritise work, deliver value and
adapt quickly.

Discover → Define →
Develop → Deliver → Repeat ∞
/ The Double Diamond:
A flexible, scalable approach that evolves
with products, teams and user needs.

Sectors

Applying product, design and technology to deliver scalable, high-impact experiences across B2B, B2C and SaaS environments

Platforms, Software & Hardware:

Designing end-to-end experiences across digital platforms and physical products, from SaaS tools to connected devices, ensuring performance, usability and governance at scale.

Apple Developer Program.

iTunes Connect.

United Arab Emirates Government.

Enterprise & Internal Platforms:

Designing operational tools and internal systems that reduce friction, improve data quality and accelerate teams across complex organisations.

Research & Development:

Collaborating on experimental concepts and emerging technologies, using design-led prototyping to explore, test and optimise new capabilities at pace.

Apple. Microsoft Phone & Tablet OS.

Blackberry OS. RIM OS. Google Glass OS.

WatchOS. tvOS. IBM. OpenAI. FitBit.

Sustainability & Energy:

Designing responsible, human-centred solutions that encourage behavioural change, improve clarity around environmental impact and support long-term organisational value.

GlaxoSmithKline. National Grid. bp pulse.

Bloomberg New Energy Finance. bp.

E-Commerce & Retail:

Creating high-performing commerce and service experiences that simplify transactions, support global scale and drive measurable growth.

Apple. ASOS. Waitrose. Marks & Spencer.

Jaguar Land Rover. The Rhumerie.

Finance:

Translating complex data, regulation and security requirements into clear, trustworthy digital experiences that help people and organisations.

US Bank. Envizage. Deloitte. Royal Bank of Scotland. Natwest.

News & Media:

Shaping editorial and media platforms that balance storytelling, accessibility and monetisation.

Metro Newspaper. News UK. BBC.

Sports, Events & Live Experiences:

Delivering dynamic, content-driven experiences that enhance live engagement, on-site interaction and brand loyalty across digital and physical.

The Open Championship. Driven by Us.

Gaming & Entertainment:

Crafting immersive, intuitive experiences for players and communities, blending storytelling and interaction design.

London Olympics 2012: Tom Daley.

Electronic Arts.

Hospitality & Travel:

Designing guest-centred journeys that connect physical services with digital tools, from booking to feedback, improving satisfaction and efficiency.

Intercontinental Hotels.

Guoman Hotels. LoveHomeSwap.

Drum Cussac. Thomas Cook.

Deliverables

Turning strategy, design and technology into clear, scalable outputs that drive delivery

Alignment & Direction

Workshops & Shared Goals:
Facilitated sessions to align stakeholders, define objectives, constraints and success criteria.

Personas:
Clear definitions of internal and external stakeholders, including goals, needs, pain points and motivations.

Problem Statements & Hypotheses:
Framing what we're solving, why it matters and what we need to validate with evidence.

Delivery & Definition

Research:
Qualitative and quantitative research to uncover insights, risks and opportunities.

Experience & Service Maps:
Visualising journeys, touchpoints and system interactions to identify leverage points.

Roadmaps & Phasing:
Defining MVP scope, sequencing and dependencies to support confident delivery.

Design & Validation

Maps & Wireframes:
Structuring content, flows and interactions for early validation.

Prototypes:
Interactive prototypes to communicate behaviour and intent.

User Testing:
Evidence-led iteration through early usability testing, concept validation and feedback loops.

Delivery & Scale

Design Systems & Brand Guidelines:
Scalable frameworks that support accessibility, consistency and speed.

Specifications & Handover:
Clear documentation, assets and guidance to support engineering delivery.

Success Metrics & Measurement:
Defined KPIs and feedback loops to track performance and inform next steps.

Design Patterns

Designing reusable patterns that scale quality, consistency and delivery across products

Experience Patterns

Digital & Physical:
Bridging interfaces with real-world interactions for cohesive, end-to-end experiences.

Onboarding & Identity:
Guiding users through sign-up, authentication and trust-building moments.

Content Discovery & Personalisation:
Helping users find relevant information through context, preference and behaviour.

State & Feedback:
Clear loading, empty, error and success states that build confidence and resilience.

Product & Commercial Patterns

Payments, Subscriptions & Account:
Simplifying transactions, preferences and lifecycle management.

Progression & Engagement:
Using milestones, nudges and guidance to support adoption and retention.

Help & Support:
Inclusive, responsive support patterns that listen, adapt and resolve issues effectively.

Privacy, Consent & Trust:
Designing transparent data use, permissions and compliance experiences.

Platform & System Patterns

API & Platform Integration:
Connecting systems through scalable interfaces (e.g. HealthKit, notifications, location, Bluetooth, AR/VR, AI, automation, cloud).

Data Capture & Analytics:
Embedding insight collection to support continuous learning and improvement.

Experimentation & Optimisation:
A/B testing, feature flags and evidence-led iteration.

Accessibility & Inclusion:
Designing for diverse abilities, contexts and assistive technologies by default.

Internationalisation & Scale:
Supporting multiple languages, regions, formats and regulatory contexts.

Who I Am

Balancing craft, curiosity and simplicity

Hello, I'm Theo

Based in London, United Kingdom

I'm a product and design leader / creative technologist with experience leading complex work across organisations of different sizes and maturity.

Outside of work, I'm a father and family-oriented person who values balance, craft and continuous learning. I enjoy music and guitar, strength training, football, cooking and building small creative and technical projects using Swift and Python.

How I Lead:

I collaborate with responsibility

I take decision ownership where clarity is required, balancing user needs, commercial outcomes and technical constraints to keep work moving.

How I Add Value Quickly:

When joining a new team, I focus on creating clarity and trust early

First 30 days: I listen deeply, map systems and relationships and identify risk, friction and opportunity across people, process and platforms

Next 60 days: I set direction, align teams around priorities and make deliberate trade-offs to ship, meaningful progress

By 90 days: I scale through systems, patterns and ownership, enabling teams to move with confidence

I'm most effective where clarity, trust and craft are required to move complex products forward.



I Aspire To Inspire, Make Waves & Move Mountains. Hand-drawn, mixed media illustration (ink & digital), 2016.



Thank You!

If you've made it this far...

I truly appreciate your time & consideration.

I'd welcome the opportunity to connect and explore how I can help.

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