



i'm fil, a product design lead.

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🌐 fil.design

skills

leadership

team management · team building · vision setting · coaching · professional growth

ux

workshop design · workshop facilitation · design sprint · experience mapping · hypothesis forming

design

ui design · interaction design · animation · design system · design thinking

product

product strategy · strategic planning · vision setting

education

University College London

Sept 2011 - Sept 2012

MSc in Human-Computer Interaction with Ergonomics

Brunel University

Sept 2007 - Jun 2011

BSc in Computer Science

about me

Seasoned Product Design Lead, with a career spanning roles at industry leaders like Spotify, British Sky Broadcasting, Virgin Media, Nokia and HSBC, where I led transformative initiatives, steering cross-functional teams to deliver impactful products. I champion a people-first, outcome-oriented leadership style, fostering collaboration and innovation. My strategic approach focuses on user-centric design principles, consistently delivering products that resonate with users and drive sustained business success.

work experience

Spotify

Product Design Lead | Nov 2022 - Feb 2024

- Led the strategic design direction for Spotify's Messaging Platform, facilitating the transmission of over 500 million messages quarterly.
- Orchestrated cross-functional collaboration to ensure unified and impactful user experiences.
- Nurtured a culture of psychological safety, empowering the team to innovate freely.
- Mentored junior designers, fueling their professional development and team success.
- Advocated for transparency, fostering an environment focused on feedback and continual improvement.

Senior Product Designer | Apr 2019 - Nov 2022

- Led a machine learning squad, enhancing activation, retention, and conversion metrics in Spotify's messaging experience.
- Played a key role in a company initiative, designing an intuitive podcast onboarding experience that boosted discoverability and consumption.
- Explored localized search strategies in emerging markets to tailor experiences to cultural nuances, fostering increased user engagement.
- Stepped into an interim design manager role, overseeing diverse projects focused on growth and emerging markets.

Kindred Group Plc

Senior UX Architect | Nov 2018 - Mar 2019

- Led a redesign of the Unibet product, collaborating with user research to boost live betting engagement during sports events.
- Unearthed insights to inform the redesign and enhance the overall user experience.

work experience (cont.)

CognitionX

Senior Product Designer | Jul 2018 - Nov 2018

As a consultant, spearheaded a 0 to 1 project to design the user experience of an AI advice platform, working very closely with the engineers within rapid, 1-week long sprints.

HSBC Corporate Bank

Lead UX Consultant | Oct 2017 - Jun 2018

Led design on a project that aimed to draw data from multiple back-end systems to provide Relationship Managers/ Account Managers with an end to end visibility of all their clients' dealings.

HSBC Private Bank

Senior UX Consultant | Nov 2016 - Oct 2017

Led the redesign of a research portal, used by some of HSBC's wealthiest clients, that would provide them with investment insights on their portfolios

Virgin Media

Senior UX Consultant | Feb 2016 - Nov 2016

Redesigned the account management portal for Virgin Media's premium subscribers.

Led a research-based project for Virgin Media to support and shape the implementation of VM's Design System.

Google

Senior UX Consultant | Sept 2015 - Feb 2016

As a consultant, I worked on a project that aimed to optimise the way the marketing department of Google operates, enabling closer collaboration between different teams across the world.

UBS Investment Bank

UX Consultant | Sep 2014 - Sep 2015

Contributed to projects within the UBS Neo Investment Trading platform, including the development of the UBS Neo Research Android app, delivering research and insights to bank customers.

British Sky Broadcasting

UX Designer | Sep 2013 - Sep 2014

Collaborated on diverse projects with developers, designers, and stakeholders on mobile, web, and TV products. Highlights include contributing to Sky Q,, focusing on the set-top box's self-service section. Led Service Design efforts across all BSkyB platforms and defined information architecture and interaction patterns for Sky.com's Help & Support section through research and workshops.

Nokia

User Research Intern | Mar 2013 - Sep 2013

Engaged in hands-on testing and documentation of mobile UX across various products and platforms, ranging from phones, tablets, and wearables to music streaming and map navigation applications.

Global Personals

UX Designer | Oct 2012 - Feb 2013

End to end UX on a number of projects for the company's white label platform.

Pancentric Digital

UX Design Intern | Jul 2012 - Oct 2012

Assisted the Lead UX Designer with User Testing, Wireframing and Research.

interests

