

Ayyaaz Afzal-Khan

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I'm a seasoned UX lead with team and **line management experience**. I have previously managed a cross-functional team across multiple projects, in an Agile environment.

I am a user-centred-design evangelist, putting **user research and testing** at the heart of decision-making to reduce risk, whilst never losing sight of deadlines and budgets.

I craft compelling and intuitive experiences by **collaborating with stakeholders, users, and clients** to understand and anticipate requirements through customer discovery and data insights.

I apply strategic thinking based on information obtained through formal requirements-gathering activities to creatively conceptualise new features and enhancements to **deliver measurable value** to the product experience and to the business.

I endeavour to gain a deep understanding of customers and become their voice, developing user stories and ensuring they're clearly understood by the engineering teams, whilst also working with internal stakeholders to align the product roadmap with strategic UX goals.

I work across departments and with the broader leadership team to define and communicate the UX strategy and **roll-out processes and techniques across the organisation** to ensure product development translates to meaningful progress towards strategic goals.

I have worked across many industries, B2B and B2C, including: banking & fintech, government, retail & e-commerce, crypto & Web3, recruitment, e-learning, and more.

Some of the tools I work with include: Figma, Sketch, Adobe CC, Zeplin, InVision (Studio & DSM), Axure RP, Miro, Balsamiq, Storybook, Abstract, VS code. To stay current, I attend 'meetups', conferences, and I subscribe to a number of UX and front-end periodicals.

Employment History and Experience

Senior UX & UI Designer

Alterian | Bristol | June 2023 – Present

Alterian's CX platform (a B2B SaaS product) is a Forrester Wave Leader. I am currently rebuilding it from the ground up, using an empirical data-driven approach.

- I use data insights (qual and quan) to make and test design-decisions
- Regularly conduct user research, workshops, interviews, and usability testing
- Created fundamental UX artefacts (e.g. information architecture, user story maps, user flow diagrams, journey maps, personas, wireframes, prototypes, etc)
- Rapid prototyping using HTML, CSS and JS
- Built their Design System in Figma
- Introduced a Storybook component library (aligning the code-base with the Design System), ensuring a scalable and maintainable infrastructure

Head of User Experience

TwoTwentyThree | London | June 2021 – May 2023

TwoTwentyThree is a software development agency that mainly builds SaaS and Web3/Blockchain products, e.g. crypto, NFTs, DeFi (decentralised finance).

I managed a cross-functional team of 6 and I was responsible for:

- End-to-end Software delivery
- Stakeholder management
- All UX, UI design, creating Design Systems (Figma) and component libraries (Storybook)
- Project management, scrum master duties and line management
- Mentoring and developing the team (1-to-1s, PDPs, etc)

UX Architect

Office Depot & Viking Direct (Europe) | Milton Keynes | April 2019 – June 2021

- Mobile UX lead
- Created and maintained their Design System using Sketch, Abstract and InVision.
- Introduced a Storybook component library (aligning the code-base with the Design System) and rolled-out processes that allowed the UX team to become guardians of the UI, ensuring a scalable and maintainable infrastructure.
- Used data insights (qual and quan) to drive decision-making (e.g. success metrics and customer KPIs, user research, user testing, CSAT surveys, NPS, session recordings, interviews, etc).
- A/B and MVT testing using Monetate.

UX & UI Design Lead

James and James Fulfilment | Northampton | November 2016 – March 2019

James and James provide warehousing and order fulfilment services that integrate with online webshops. Their clients include: Pottermore (the Harry Potter merchandise company), Cards Against Humanity, Carluccio's, and other household brand names.

As the UX and design lead, I was responsible for the UI and UX of both of their software solutions: a warehouse management web app and a client facing web app.

- Regularly ran usability tests and conducted user research for both web apps
- Rebuilt their client facing web app
- Regularly created UX flows, wireframes, prototypes
- Created UX Style Guidelines documenting our design language and UX best practices
- Built their marketing website and blog

Lead UX & UI Designer

NewOrbit | Oxford | April 2015 – November 2016

NewOrbit is a software house that creates enterprise web apps. I was the UX and design lead across multiple mobile and desktop web apps in an agile environment.

I was the UX/UI Lead for multiple products and clients, including:

- Experian (2 products)
- Royal Bank of Scotland
- Serco
- Adecco
- Bank BI (fintech) - a business intelligence tool used by banks and financial institutions around the world

I would regularly produce wireframes, coded prototypes, UI component libraries, UX flows, and other standard deliverables. I also produced marketing websites and material.

UX Designer & UI Developer

Passle | Oxford | January 2013 – March 2015

Passle (a tech start-up) is a blogging platform for lawyers, accountants and academics.

- I was responsible for the front-end and UX design of their main product (all UI and interactive elements), plug-ins and browser extensions.
- UX and responsive design for mobile and tablet.

Front-End Developer & Interaction Designer

Miad UK and The Learning Eye (brands of Strontium Plc) | Reading | February 2011 – December 2012

Miad is the UK's leading provider of e-learning to the NHS and an NHS-dedicated training and consultancy company.

- I have delivered projects for (full project lifecycle):
 - The NHS – Mobile and tablet solutions for various trusts (GDS compliant).
 - Christian Aid
 - Westminster City Council
 - Schindler Lifts – The world's largest manufacturer of escalators and the second largest manufacturer of elevators. Mobile, tablet and desktop solutions.
- A mobile web app I created (for Schindler) **won Silver at the 2012 E-Learning Awards for "Best use of mobile learning"**.
- Created mobile web apps (tablet and phone).
- Implemented multilingual support for over 20 languages and introduced sound and subtitles.

Front-End Developer

Steria / QCDA (part of the Department for Education) | Reading | March 2010 – June 2010 (Contract)

- I created an interactive web app which was implemented in colleges nationwide.
- It was part of a very high-profile project, accompanied by a national TV ad campaign (starring Mercury Prize nominee: Kano).

Multimedia Designer

OAAmedia | Oxford | September 2006 – April 2009

OAAmedia is the world's leading provider of interactive e-learning for flight training and part of Oxford Aviation Academy, the world's largest and premier flight school.

- I was the Project Lead on several interactive software products, including their flagship product. My direct reports ranged from 3 to 8, depending on the stage of the project.
- Implemented a solution to facilitate sales via online downloads and streaming, severely reducing manufacturing and distribution costs.

IT Project Manager

Excel Support | Oxford | May 2005 – August 2006

Excel Support provides IT enabled services. I worked on projects in collaboration with the Saudi Coast Guard, Saudi Aramco (Saudi's oil monopoly) and Texas Instruments.

Additional Skills and Experience

- **PRINCE2** Practitioner (credential id: P2R/749942).
- Member of British **Mensa** (score: 165, top 0.1%, membership no. 905642).
- As an active **Freemason**, I regularly take part in fundraising activities.
- **FRSA** - Fellow of the Royal Society of Arts (membership no. 8259579).
- A mobile web app I created **won Silver at the 2012 E-Learning Awards** for "Best use of mobile learning".

Education

Software Engineering (BSc) Cranfield University, The Royal College of Science
(transferred to Oxford Brookes University for final year).

Business and Finance
(Advanced GNVQ) The Cherwell School, Oxford.

