

Ayyaaz Afzal-Khan

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I'm a seasoned UX & UI Product Design Lead with team management and **leadership experience**. I have **managed cross-functional teams** across multiple projects, in an Agile environment.

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

I take full **ownership of product discovery** and make evidence-based decisions using formal requirements-gathering activities and data insights (qualitative and quantitative) to creatively conceptualise new features and enhancements that **deliver measurable value** to the product experience.

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 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 craft compelling, intuitive and **accessible (WCAG compliant)** experiences by **collaborating with stakeholders, users, and clients** to understand and anticipate requirements through customer discovery and data insights.

I have worked across many industries, B2B and B2C, including: **AI, banking/finance & fintech, government (GDS), retail & e-commerce, crypto & Web3**, recruitment, e-learning, and more.

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

A mobile web app I created **won Silver at the 2012 E-Learning Awards for "Best use of mobile learning"**. I'm a member of British **Mensa** (membership no. 905642) and a **freemason**.

Employment History and Experience

Senior UX Product Designer

Mia Wealth | Remote | July 2025 – Present (Contract)

A native android and iOS mobile app for saving and investing for your child.

- I am leading all stages of the UCD process, including the user research (qualitative & quantitative, using various tools), user testing and product design activities.
- Creation of design system (Figma) and component library (JS)

Senior UX Product Designer

RoleMapper | Remote | July 2024 – Present (Contract)

RoleMapper is an AI-powered job management platform (B2B SaaS). Used by clients such as BBC, Comcast (DreamWorks, Universal Studios, NBC, Sky), HSBC, Zoom, Baker Hughes, Akamai, universities, councils, and more.

- Designing AI-powered experiences, ensuring transparency and trust in AI-driven decision-making.
- Leading product discovery and driving the platform's transformation using a data-driven, evidence-based approach (qual and quant research and testing).

UX Strategist (Manager)

Alterian | Bristol | June 2023 – November 2024

Alterian's CX platform (B2B SaaS) is a **Forrester Wave Leader**. Users include HP, Scottish Power and Mastercard.

- Setting UX strategy and vision (including OKRs, roadmaps, KPIs, NPS, CSAT, etc)
- Leading product discovery, leveraging data-driven insights (qual and quant research and testing) to inform and validate design-decisions.
- Created Design Systems in Figma (prioritising scalability, maintainability and reusability).
- Rapid prototyping.
- Introduced Storybook component library (aligning the code-base with the Design System), ensuring a scalable and maintainable front-end.
- Mentoring and developing team members.

Head of UX

TwoTwentyThree | London | June 2021 – May 2023

TwoTwentyThree is a software agency that mainly builds SaaS and Web3/Blockchain products, e.g. crypto, NFTs, DeFi (decentralised finance). I had 6 direct reports.

- Setting UX strategy and vision
- Product management: Leading product discovery and product delivery.
- Created multiple Design Systems (Figma) and component libraries (Storybook, JS), prioritising scalability, maintainability and reusability.
- Mentoring and developing team members (1-to-1s, PDPs, etc).
- End-to-end software delivery: Project management, scrum master duties, etc.
- Stakeholder management.

Senior UX Architect

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

- Team Lead for Mobile UX.
- Team Lead for Design System: Created their Design System, prioritising scalability, maintainability and reusability.
- Team Lead for Component Library: 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 front-end.
- Using data insights (qual and quant) to drive decision-making (e.g. success metrics and customer KPIs, user research, user testing, CSAT surveys, NPS, session recordings, interviews, etc).
- Regular A/B and MVT testing using Monetate.

Senior UX/UI Designer

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

James and James provide warehousing and order fulfilment services that integrate with online webshops. Clients include: Pottermore (the Harry Potter merchandise company), Cards Against Humanity, Carluccio's, and other household brand names. They have a warehouse management web app and a client facing web app.

- Regularly ran usability tests and conducted user research
- Rebuilt their client facing web app

- Created Design System and component library (JS, HTML, CSS), prioritising scalability, maintainability and reusability
- Built their marketing website and blog

Lead UX/UI Designer

NewOrbit | Oxford | April 2015 – November 2016

NewOrbit is an agency that builds enterprise software. I was the UX & Design Lead for multiple mobile and desktop products for clients including:

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

Senior UX/UI Designer

Passle | Oxford | January 2013 – March 2015

Passle (a tech startup) is a blogging platform for lawyers, accountants and academics. I was responsible for the UI and UX design of their main product, plug-ins and browser extensions.

Lead UX/UI Designer

Miad / The Learning Eye | 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.

A mobile web app I created (for Schindler) **won Silver at the 2012 E-Learning Awards for "Best use of mobile learning"**. Clients I have delivered products for include:

- 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.

Lead UX/UI Designer

Steria (for the Department for Education) | Reading | March 2010 – June 2010 (Contract)

- Designed and built a product that was implemented into colleges, nationwide.
- It was a very high-profile project, accompanied by a **national TV ad campaign** (starring Mercury Prize nominee: Kano).

Lead Multimedia Designer

OAAmedia | Oxford | September 2006 – April 2009

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

- Lead Designer for their flagship product and several other products. **Direct reports: 3 to 8**, depending on the stage of the project.
- Eliminated manufacturing and distribution costs by implementing a solution to facilitate sales via online downloads and streaming.

Additional Skills and Experience

- A mobile web app I created **won Silver at the 2012 E-Learning Awards** for "Best use of mobile learning".
- **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.

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.