



## Achievements & Awards

- In partnership with Google, led the team responsible for the first voice shopping service in the UK whilst at Argos.
- Winner of a Gold & Grand Cleo
- Winner of SMITTY Social Media Award
- Launched Rolls Royce's first internal career & recruitment portal

## Experience

**Personio** | Barcelona | Sept 2024 – Present

**Director of Product Design** Core Product & Platform

- Leads the team behind the visual design efforts for the product rebrand, collaborating with the VP of Design and Chief Product & Technology Officer from concept to execution. Rebrand is set to increase sales from 10-20% and 15%+ uplift in revenue in 2025.
- Introduced a ticketing system to the Design Systems Team, completely transforming team efficiency & productivity. Response times dropped by 80%, backlog was reduced by 55%, and automation now handles 40% of repetitive tasks, speeding up triage and improving accuracy.

**Skyscanner** | Barcelona & London | May 2020 – Aug 2024

**Principle Product Design Manager** Audience, Lifecycle & Retention

- Led innovation sprints that influenced a strategic pivot, expanding annual recurring revenue potential from £37K to £1.4M.
- Launched Save & Price Alerts, driving a 5% uplift in daily engagement (203K), a 53% increase in logins, a 75% boost in account creation (107K daily), and a 200% rise in price alerts.
- Delivered the Hotel Deals Hub, increasing app downloads by 331K, daily bookings by 346%, and reducing design cycles by 40%, contributing to an 11% booking uplift. Recognized as "Manager of the Year" (2021–2023) and "Team Player of the Quarter" (Q2 2021, Q4 2023).

Argos | London | Jan 2016 – Nov 2019

### Senior Manager | User Experience

- Spearheaded a digital transformation across team recruitment, product strategy, and the implementation of a global design system, reducing design overhead by 83%.
- Launched the UK's first voice shopping service on Google Home in partnership with Google, while redesigning the selling journey (HP, DLP, PLP, PDP & Checkout), increasing conversion by 61% and driving £937K in additional revenue within three months.
- Delivered user-centric features like Wishlist and recurring carts, boosting returning users by 41% and enhancing engagement with improved taxonomy, hierarchy, and navigation.

### Other relevant experience | UK / US / EMEA | 2007 – 2020

Virgin Media | UX Design Lead • Luxus | Head of Creative & Copy  
Y&R | Principal Art Director • GREY Global | Group Art Director  
Saatchi & Saatchi | Senior Art Director • ESPN | Graphic Systems Dev II

### Key skills

- Empathetic Product Design leader with 17+ years of experience creating user-centric digital products and services, including 12 years managing teams.
- Specialist in UX, Product & Service Design, and Digital Transformations, leveraging quantitative and qualitative data to drive impactful design decisions.
- Skilled at hiring, mentoring, and managing diverse design teams of all shapes and sizes with an inclusive and empathetic leadership style.
- Fluent in Spanish and English, with conversational proficiency in Italian and basic Finnish, enabling effective collaboration across multicultural teams.

### Education

Parsons School of Design | 2003 – 2007 | BFA, Design & Technology

The New School | 2007 - 2008 | MFA, Behavioral Economics

University of the Arts London | 2018 – 2019 | MA, Design Management

University of Helsinki | 2011 – 2012 | Intensive Finnish Language 1-2