

Emile H Adams

Senior Product Designer | UX/UI-UCD Product Mindset — Over 7 Years of Crafting Data-Driven Enterprise Solutions

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London, UK

SUMMARY

A seasoned UX/UI-UCD (Product) designer professional with diverse experience in user-centric design and delivery. Engaged within varied industries (Financial Services—Shipping and Logistics—recently in Energy trading) supporting their digital creative challenges—predominantly client-side in global companies—within transformative—high visibility products—processes and services—leveraging data to identify opportunities and inform decisions.

EXPERIENCE

Snr UX/UI Designer 05/2022 - 11/2024
EDF Trading (Hybrid), London

Contributed to core cross-functional transformation projects at EDF Trading, including Power Position Management, Trade Limits & Breach Reporting, and Market & Quotes Data Analysis

Front Office Risk Quantitative Data Analysis Application

- Partnered with Head of Quant Engineering and Technical Lead to visualise a series of applications presenting live view of market position and quotes data with scenario based and curve analysis functionality

Front Office Risk Trade Manage Application

- Collaborate with expert analyst to transform a Trade Limit and Breach Management process—automating all trade desk positions monitoring to ensure limits and breaches are tracked, agreed and reported efficiently

Power Operation Power Position Management Application

- Partnered with Head of Operations to align user experience strategies with transformation vision for a 24/7 Power Position platform to retire 90% of legacy management siloed data sources, tools and processes
- Produced high-level discovery and experience design roadmap working with PM and PO to ensure efficient delivery
- Guided workshops, interviews and review sessions to document requirements, identify pain points, supply high-level phased experience roadmap and initial interface design
- Lead organisation of Figma asset library, eliminating duplicated elements and effort—streamlining design process and maintaining continuity of experience and development

Service Designer (UI) 01/2022 - 03/2022
Hitachi Energy 2030 – Method/Global Logic (Hybrid) London, UK

- Improved Hitachi's client relations by designing future vision roadmap to reshape global business partnerships for 2030
- Improved integration of Hitachi products by generating scenario-based case studies for new technology use cases
- Stories presented insights into opportunities for Hitachi Energy to bridge the gap between client needs—expectations and Hitachi's product and service offerings

Snr Product Designer 05/2019 - 12/2021
Deutsche Bank CIB – HCL Tech (Hybrid) London, UK

Created the experiences for CCO, a data platform supporting the delivery of timely, accuracy and completeness of Deutsche Bank's CIB division data for Risk, Finance and Treasury

- Led the end-to-end design of application providing an overview of the bank's data structure, protocols, services, and ownership
- Visualised data flow dashboard mapping Publication to Consumption process, providing a service performance overview and ensuring global adherence to standards
- Integrated into Technical and Architecture SAFe—Agile teams to inform design of logical data models, protocol format and content and EDM Class structures across banks
- Conducted workshops with Product Leads and Owners, Technical Architects and Analysts to deliver a service map capturing touchpoint and lines of responsibility across data maturity, completeness, and timeliness
- Delivered research and designs to support experience recommendations, production quality designs, annotated wireframes, process diagrams and detailed service blueprints and user journeys

CONSULTING

Stakeholder Engagement ·
Presentations · Workshop Facilitation ·
Product Mindset · Design Brief ·
Information Architecture ·
Process Mapping · User Journeys

Experience Creation

Axure RP 10 · Figma · Sketch ·
MindNode · FigJam · MIRO ·
Adobe Photoshop/Illustrator

Ideation & Prototyping

Figma · Flinto · ProtoPie · Paper ·
Coffeescript/Framer JS

Project Process

Agile (SAFe) · JIRA · Scrum ·
Confluence · TFS · Sharepoint ·
MS Office 365 · Google Docs

Frameworks & Code

Ant UI · Material UI · Kendo UI · HTML ·
CSS · Javascript · Angular JS · React JS ·
Coffeescript

AI Assist

ChatGPT 4.0 · Venice.ai · Cursor ·
v0.dev · Vercel

CLIENTS

Adaptive Lab · Betfair Exchange · BUPA ·
Camelot · Discovery Channel ·
Evolution Gaming · Hotels.com ·
Just Eat · Rule Financial ·
Universal Music Online · Virgin ·
LEGO.com

EXPERIENCE

Snr UI Designer 03/2019 - 04/2019

L&G Retirement Website – EY Seren (Onsite) London, UK

- Increased user engagement with significant task success delivering a refreshed website aligned with rebrand strategy
- Presented new design strategy to senior product and wider business stakeholder, ensuring alignment and buy-in
- Design delivered a buildable, scalable set of components and modules complementing the new brand guideline

Snr Product Designer 08/2018 - 03/2019

Maintenance Management – 90POE OpenOcean (Onsite) London, UK

90POE OpenOcean Studio is a Fintech delivering a cloud-based maritime platform for owners, operators, and technical fleet managers.

- Led the experience across 2 IoT supported platform products; Planned Maintenance and Vessel Performance and Efficiency aiming to achieve a capex reduction of about 5 to 8% during first year of use, ensuring full OCIMF TMSA requirements compliance
- Translated business goals, product roadmaps, user insights and streamed data into transformative strategic product, advised on prioritisation and experience practices
- Facilitated sketching sessions to outline Product Owners initial vision and FLINTO prototypes for expert testing
- Identified, mapped, compared and redefined current user workflows inform requirements and user stories
- Iterated designs through user and technical expert reviews while supporting with front end development to ideate on visual and interaction design
- Partnered with Product Owners & Technical Leads, translating research insights and compliance requirement into prototypes for expert testing

Snr UX/UI Designer 12/2017 - 04/2018

BGC-Besso – GFT (Onsite) London, UK

Besso is a Lloyd's broker that provides a range of services catering for major industries and business sectors as well as niche markets.

- Increased efficiency by 30% by developing an end-to-end commercial insurance application for bespoke quotes and contracts
- Partnered with domain experts to understand requirements and present findings to senior stakeholder
- Enhanced user engagement for insurance quote application, considerably reducing quote delivery times
- Reduced costs through rationalised data processes and eliminating manual input duplication
- Produced high-fidelity Proto.io prototype for product expert testing
- Created pixel perfect design for development

Snr UI/IX Designer 02/2017 - 10/2017

Open Banking Vision – EY Seren (Onsite) London, UK

- Partnered with Creative Director and Innovation team, research impact of 'Open Banking' initiative ahead of client enquiries regarding new banking strategies
- Delivered engaging interactive scenario, front-running customer needs and proliferation of new technologies including wearables, AI and Blockchain
- Visual, interaction research and design impact of Open Banking PSD2 regulation on retail banks
- Expanded client engagement and knowledge by delivering impactful—informative presentations

Snr UI/IX Designer 02/2017 - 08/2017

Furture Of Insurance Visions – EY Seren (Onsite) London, UK

- Collaborating with Creative Director, UI and UX designers to interpret scripts, data, and research to produce compelling interactive presentations
- Produced 22 engaging interactive stories supporting clients future customer and business needs, leveraging smart device data access
- Sketched user journeys, storyboards, mock-ups and process concepts extracted from B2B, B2C and C2B deep research, work-shopped scripts
- Presented engagement stories utilising adoption of AI, Chat Bots, DNA and Blockchain, driving business efficiency through personalised and secure online tools

Snr UC Designer 04/2016 - 05/2016

BNP Paribas-Private Wealth – EY Seren (Remote) UK—Sing

- Remotely led experience design for C2B-B2C private wealth client, conferencing and scheduling iPad app for high-net-worth client relationship management
- Participated in RM workshops—extracting product goals and align user experience strategy
- Delivered 2 BC/CB iOS MVP's designs aligned to of wider transformation strategy
- App reduce management travel and client events management expenditure annually

EDUCATION

BA Architecture – Architectural Design

University of Westminster

09/1992 - 06/1995

UK

Computing & Structural Engineering Foundation

University of West Midlands

09/1991 - 06/1992

UK