

Emile H. Adams

UX Designer^(Snr) | Data-Rich Enterprise & SaaS Solutions

Summary

- Over the last 10+ years specialised in retiring legacy enterprise and SaaS systems with new automated application and business processes with 'human in the loop' tools
- Known for swift assimilation of domain knowledge—understanding complex interaction and navigation structures
- Remapped data onboarding process by leading stakeholder workshop to capture cross bank processes, people and services, exposing optimisation opportunities—reducing publication and delivery time to consumers by 75%
- Increase inventory tracking across fleet of 150+ vessels, with expected 5-8% CAPX reduction year on year
- Reduced trade nomination errors and legacy application failures cost—retired 12 legacy tools and applications to 4X daily power trade nominations while at EDF Trading

Experience

UX Designer (Snr)

05/2022 - 11/2024

Power Position Management—EDF Trading

London UK

Contributed to operations and risk analysis projects at EDF Trading to retire **90-95%** of legacy systems across **Power Position Management, Trade Limits & Breach Reporting**, and **Market & Quotes Data Analysis**

- Power Operations Management**—Improved process efficiency through targeted IA redesign and taxonomy alignment, reducing cost exposure from legacy routines
- Reduced operational friction by consolidating redundant interfaces, improving workflow reliability and visibility to support **4X** more trade activity
- Trade Position Analysis & Limit Reporting**—Rebuilt navigation and dashboards to replace manual tracking with automated reporting, enhancing live visibility and reducing trade desk errors
- Quantitative Risk Analysis & Reporting**—Applied scalable IA and logical taxonomy to replace legacy frameworks, supporting advanced analysis and scenario testing

Service Designer (Snr)

01/2022 - 03/2022

Hitachi Energy 2030 Roadmap—Method/ Global Logic

London UK

Contributed to a lean design team creating strategic case-studies for Hitachi Energy during rapid change in the energy sector, using industry and client insight to guide future service thinking and strengthen how the organisation is perceived externally

- Facilitated interviews with energy industry experts to surface planning scenarios
- Documented qualitative insights to guide future product opportunity areas
- Co-created visual narratives and concept sketches to illustrate product roles

UX Architect (Snr)

05/2019 - 12/2021

Deutsche Bank CIB CCO—HCL Tech

London UK

Supported delivery of a bank-wide, standards-driven federated application within the "**RaaS**" platform, spanning **Data Discovery, Data Governance & Standardisation**, and **Publisher & Consumer Data Onboarding**—helping teams understand, govern and onboard data services through agreed protocols, shared models, and clear ownership

- Designed visual dashboards to show service maturity, ownership and availability
- Facilitated cross-function workshops to map onboarding service flows and dependencies
- Created wireframes and UI flows based on input from architects and domain SMEs
- Worked with developers to define interaction patterns using React

UI Designer (Snr)

03/2019 - 04/2019

Legal & General Retirement Website Redesign—EY Seren

London, UK

Led the UI design to deliver a refreshed L&G website inline with an inflight Retirement Product rebrand strategy

- Delivered an enhanced UI design to complement current design system, allowing providing component and modular flexibility aligned to L&G's design strategy

Product Designer (Snr)

08/2018 - 03/2019

Open Ocean Platform—90POE/ Zodiac

London, UK

Led experience design for a unified maritime platform, across **Bunkering, Equipment Registry** and **Vessel Performance & Efficiency**, to replace fragmented legacy practices, improve operational data confidence, and support clearer planning and a targeted **5-8%** CAPEX year-on-year reduction

Contacts

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Consulting

Stakeholder Management -
Presentations - Design Brief - Rapid
Domain Assimilation - Stakeholder
Mapping - Attention to Detail - Analytical
Thinking - Cross-Functional
Collaboration - Storytelling

Design & Delivery

Qualitative Research Skills

User Interviews - Workshop Facilitation
- Discovery workshops - UX Audit -
Heuristic Evaluation - Insight
Translation - Affinity mapping

Quantitative Research Skills

Statistical Analysis - Information
Architecture Analysis - A/B Testing -
Data-informed Iteration

Discovery

Axure RP 10 - FigJam - Sketch -
FigJam - MIRO - Sketching

Design & Prototyping

Figma - Flinto - ProtoPie - Paper-
Adobe Photoshop/ Illustrator

AI Assist

ChatGPT 4.0 - Venice.ai - Cursor -
v0.dev - Vercel - Gemini - n8n

Frameworks & Code

Ant UI - Material UI - Kendo UI - HTML -
CSS - Javascript - JSON

Planning & Delivery

Agile - Scrum - JIRA - TFS - Confluence
- SharePoint - MS Office 365 - Zeplin -

- Researched technical and operational practices of Planned Maintenance Systems
- Designed workflows and dashboard layouts for onboard and onshore data sync
- Developed UX for efficiency monitoring using real-time engine and voyage data
- Facilitated workshops with captains, engineers and ops teams

Product Designer (Snr)

05/2018 – 06/2018

Ernest & Young CSR Initiative (Global)—Seren

London, UK

Led the design to deliver a new CSR portal concept in support of EY's ongoing social impact agenda and sustainable inclusive growth initiative for EY millennial

- Translated service design thinking to produce an interactive prototype for testing activity wider communication
- Prototype facilitated next phase buy-in and strategic support through demonstration of solid Seren design methodologies and best practices

UX Architect (Snr)

12/2017 - 04/2018

RQB (Rate, Quote, Bind)—BGC Besso/ GFT

London, UK

Designed key broker-facing experiences for a commercial vehicle insurance platform, focusing on quote tracking and generation, operational oversight via a blotter, and policy progression visibility to reducing quote generation time by **70%** and external dependency by **50-70%**

- Clarified quote-to-policy workflows to reduce manual document generation, shaping a coherent end-to-end journey from initial enquiry through underwriting to final provision
- Standardised forms and templates by analysing policy and quote documentation, resolving inconsistent and siloed parameters into scalable structures that support product expansion
- Made underwriting rules and pricing behaviour usable through structured working sessions with the BA and SMEs, translating jargon and spreadsheet-based calculations into clear inputs, outputs and validations
- Supported front-end delivery through annotated wireframes, Proto.io prototypes and UI assets (Sketch/Axure), aligned to user stories and tracked via Kanban for consistent Agile implementation.

IX Designer (Snr)

02/2017 - 10/2017

Open Banking PSD2—EY Seren Innovation Centre

London, UK

Part of EY-Seren's 'Open Banking' Innovation design team, focusing on the research & design of interactive case studies in anticipation of conversation around new banking regulation in support of their future customer needs & the adoption of technologies such as AI & Blockchain. These designs were customers tested & as part of an 'Open Banking' Innovation centre.

UX Designer (Snr)

02/2017 - 08/2017

Future Of Insurance—EY Seren (US)

London, UK

Collaborated with Creative Director to translated scripts, technical documentation and research into a catalogue of **22** interactive case-studies to visualise client-agent-underwriter workflows

- Visualised automated processes, AI and human-in-the-loop (HITL) models to demonstrated technological disruption of existing insurance products and services
- AI assisted customer acquisition using app and mobile feature—facial recognition and finger print validation to allow seamless validation and assessment of new applications

UX Designer (Snr)

05/2015 – 03/2016

Exchange Market Graphs—Betfair Exchange

London, UK

Owned the UX direction for an **'InPlay'** Exchange Graph Analytics Tool through MVP—rolled out across **1,000s** of markets across the Exchange, enabling live price and volume tracking for VIP and high-value traders with distinct path from graph insight to bet placement

- Visualised market graphs through detailed data analysis to provide a live pre-racing interactive experience
- Interactive experience supported conversion by allowing click-through from graphs analysis to taking a side

UX Designer (Snr)

05/2015 – 03/2016

Private Wealth Management—BNPP Fortis | EY-Seren (APAC)

London, UK - Sing

Led design of a conferencing and scheduling app, allowing relationship managers to manage their diaries of high value global clients

- Supporting the Client service proposition through the design of an MVP, C2B B2C iOS App in the Private Wealth Management sector
- My primary focus was on a RM Client conferencing and scheduling app to reduce **\$100,000's** in international travel and client events cost while enhancing client engagement

Clients 2004 - 2016

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

Education

BA Architecture — Architectural Design

University of Westminster
 —London, UK

Computing & Structural Engineering Foundation

University of West Midlands—
 Birmingham, UK