

Emile H. Adams

Senior UX / Product Designer

Data-intensive Enterprise Platforms — Banking · Energy · Insurance · Maritime

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Profile

Senior UX and Product Designer with 15 years delivering complex, data-rich enterprise systems across banking, energy, insurance and maritime. Focused on retiring legacy tooling, restructuring information architecture, and designing dashboards and operational workflows for high-stakes environments.

Works directly with SMEs, product owners and engineering leads to translate domain and technical requirements into structured interaction models and production-ready UI. Most effective in environments where the design problem is substantive, and the domain complexity is high.

Career Highlights

- Collaborated with Head of Operations to reduced manual post trade task by 70-80% — cutting operators batch submissions from 12 mins to 2 mins — retiring 8 core legacy systems and processes
- IC role providing UX strategy, design and delivery of a division wide data and self-service platform — reduced data onboarding from weeks to days
- Integrated a scalable machinery registry capable of supporting new vessel registration maintenance scheduling across 150+ vessels with taxonomy drift
- Acted as design principle working to secure UX practices first enterprise Market Risk engagement — grew team from 1 designer to multidisciplinary team of 18 designers, developers and BA's
- Transitioned from volunteer to managing local charity store funding drug & alcohol rehabilitation centre, reporting to Diocese on targets and store performance — provided supporting and retail training to young SEN volunteer

Core Skills

- **Figma** — variable, dev mode, wireframing, prototyping, scalable component systems
- **Design system** contribution and component standardisation
- **Miro / Fig-Jam** — workshop facilitation, journey mapping, collaborative ideation
- **AI Assist** — ChatGPT, Claude, Cursor, V0.dev
- **Front-end alignment** — Material UI, Ant UI, Kendo UI, HTML, CSS, JS, JSON
- **WCAG-aware** accessible and inclusive design practices
- **End-to-end UX and product design** — discovery through to high-fidelity and handoff
- Information architecture, workflow modelling, taxonomy and navigation design
- Dashboard design for operational, risk and data-governance contexts
- Cross-functional workshop facilitation and SME-led discovery
- **Agile / Scrum delivery** — JIRA, Confluence, Zeplin

Experience

Senior UX Designer

May 2022 - Nov 2024 · Contract

EDF Trading · Power Trade Operations

Contributed across three programs to retire 90–95% of legacy systems across Power Operations, Trade Limits & Breach Reporting, and Quantitative Risk Analysis

Power Operations Management

May 2022 - Aug 2023

- Redesigned core operational task flows, replacing fragmented multi-tool interactions with a unified platform
- Co-designed with operators and supervisors through workshops and process shadowing
- Simplified sequencing and status feedback, reducing reliance on informal workarounds
- Intraday balancing reduced from ~4 hrs/operator/day to under 30 minutes combined; supporting batch submission from ~60 to ~15 minutes; error rate from ~15% to under 3%

Trade Position Analysis & Limit / Breach Reporting

May - Aug 2023

- Consolidated reporting views into fewer, clearer screens aligned to how desks monitor exposure during the trading day
- Improved live position monitoring through layouts focused on in-day decision points, thresholds and exceptions

Quantitative Risk Analysis

Aug 2023 - Nov 2024

- Restructured navigation using a taxonomy model shaped around how quantitative users organise and explore risk
- Standardised layouts and naming to improve findability across complex modelling and what-if analysis workflows

- Rebuilt structures to support increasing data demands without requiring manual reconciliation
- Redesign Market Data & Quote, Risk & 'PnL' report analysis and new Custom Pricer tools

Service Designer (UX)

Jan 2022 - Mar 2022 · Contract

Method / Global Logic · Hitachi Energy 2030 Roadmap

- Produced strategy-led case studies using industry and client insight to inform future service positioning
- Facilitated interviews with energy sector experts; synthesised findings into opportunity framing and roadmap decision inputs

Senior UX Architect

May 2019 - Dec 2021 · Contract

HCL Tech · Deutsche Bank CIB — RaaS / CCO Platform

Delivered a bank-wide federated data service platform covering Data Discovery, Governance & Standardisation, and Publisher/Consumer Onboarding, replacing ad-hoc manual workflows.

- Designed dashboards for data ownership, maturity, completeness and timeliness visibility
- Facilitated workshops with publishers and consumers to uncover ownership gaps and manual failure points
- Contributed to reducing consumer onboarding from weeks to days (~80% reduction); publication and delivery time reduced by 75%
- Platform aligned to Deutsche Bank's cloud and data infrastructure roadmap, supporting BCBS 239 and FRTB regulatory requirements

Product Designer

Aug 2018 - Mar 2019 · Contract

90POE / Zodiac Maritime — Open Ocean Platform

Led UX across a unified maritime IoT platform covering Bunkering, Equipment Registry and Vessel Performance, serving 150+ vessels and 3,000+ seafarers.

- Designed workflows and dashboards for onboard and onshore data synchronisation
- Facilitated workshops with captains, engineers and operations teams to map processes and dependencies
- Contributed to projected 5–8% first-year CAPEX reduction through improved inventory tracking

Senior UX Architect

Nov 2017 - Apr 2018 · Contract

GFT Technologies · BGC Besso — Commercial Insurance Platform

- Led end-to-end workflow and IA for quote-to-policy journeys on a commercial transportation insurance SaaS platform
- Translated complex documentation and premium calculation logic into structured interaction inputs
- Contributed to 70% reduction in quote generation time and 50–70% reduction in external dependency

Senior UX / IX Designer

Apr 2016 - Mar 2019 · Contract

EY Seren — Multiple Engagements

- L&G Retirement Planning: led UI design for product refresh; delivered refreshed component and module system aligned to global rebrand
- Future of Insurance (US): contributed to 22 interactive B2C case studies covering AI, chatbots, DNA matching and blockchain
- Open Banking PSD2: designed interactive case studies exploring regulatory impact and emerging banking technologies, customer tested at EY Innovation Centre
- BNPP Fortis Private Wealth (APAC): led UX for a secure conferencing and scheduling iOS app for high-value client relationship management
- EY CSR Initiative (Global): led design for a CSR portal concept supporting EY's social impact agenda

Senior UX Designer

May 2015 - Mar 2016

Betfair Exchange — InPlay Live Market Graphs

- Led UX design for InPlay live interactive graphs experience across thousands of markets
- Led research and redesign of Horse Racing and Football exchange market graphs — 20% higher graph view to bets placed conversion
- Initiated research for new exchange bettors onboarding flow

Earlier experience (selected)

- Senior Mobile UX Designer
Camelot / National Lottery — Led IxD and UX for National Lottery iPhone App redesign supporting 5 lottery products and 1M+ monthly users
Nov 2014 - Apr 2015 · Contract
- Senior UX/UI Designer
BUPA / Health Information — Led the 'Mobile First' migration of Bupa's Health Information content into Sitecore following the brand guidelines and new HTML5/CSS component
Jun 2014 - Aug 2014 · Contract
- Creative Mobile Specialist
Nov 2012 - Dec 2013

Hotels.com / Expedia Group — Interaction and visual design across Android, Web and iOS

- UI Consultant *Aug 2010 - Feb 2012 · Contract*
Rule Financial Group — Founding member of e-Trading and UX practice; led Tier 1 bank project end-to-end; managed team of 4 designers and 5 developers delivering board-level MR dashboard
- Senior Creative Designer *Aug 2008 - Mar 2010*
Evolution Gaming — Led visual and UX direction for Live Casino products; modular white-label UI systems; partnered with CEO, CTO and Product Owner on new concepts
- Flash / UI Designer *Mar 2007 - Jun 2008 · Contract*
Betfair Exchange — Designed onboarding experience for Betfair's first online poker product; sports illustration range

Design system & delivery

- Contributed reusable patterns and structured component logic to enterprise design systems
- Worked within react-aligned frameworks — material ui, ant ui, kendo ui
- Delivered production-ready specifications in close collaboration with engineering teams
- Maintained consistent attention to responsive design, interaction clarity and visual hierarchy
- Skilled illustrator and sketcher — interface ui, diagrams, storyboards

Planned career break — 2025 to 2026

Took a deliberate break following intensive enterprise delivery to explore ai-assisted design workflows, modern web ux patterns, and complex interaction modelling.

- Explored ai-supported methods for research synthesis, wireframing, design and prototype iteration
- Developed prompt-based workflows to structure complex tasks, user journeys and system interactions
- Continued freelance illustration and visual concept work
- Mentored designers on translating specialist domain requirements into structured digital experiences

Education

BA Architecture — Architectural Design · University of Westminster, London *Sep 1992 - Jun 1995*
Foundation — Computing & Structural Engineering · University of West Midlands, Birmingham *Sep 1991 - Jun 1992*

Additional

British Citizen · Not SC Cleared · Hybrid – Remote