



Evonne Betez

LEAD PRODUCT DESIGNER

Profile

Lead product designer with over 15 years of experience, specialising in creating user-centred design solutions for diverse platforms, including Fintech applications for clients such as the London Stock Exchange, HSBC Bank, and Willis Towers Watson. Expertise in leading the entire design process from concept to execution, ensuring quality and consistency throughout.

Skilled in transforming complex challenges into simple, intuitive experiences, particularly on data-heavy platforms. Strong track record of collaborating with cross-functional teams and mentoring designers to foster creativity and innovation in dynamic, agile environments. Exceptional eye for precision that ensures the highest standards in all aspects of work. Excellent communication and collaboration skills, enabling effective engagement with stakeholders at all levels of the organisation.

Employment History

Principle Product Designer, London Stock Exchange, London | Contract

SEPTEMBER 2022 – PRESENT

Worked in the News Experience team to simplify complex, data-heavy designs and with the Sustainability team to improve the design system and user experience.

- Applied user-centred design to address challenges and best-in-class solutions
- Designed cutting-edge Fintech applications, streamlining complex financial data and crafting user-friendly interfaces for traders, brokers, and analysts.
- Created prototypes, wire-frames and high-fidelity user interface designs
- Ensured designs met high standards for visual language and accessibility
- Managed multiple priorities in collaboration with cross-functional teams
- Implemented in-house design system for multi-brands using Figma

Senior Product Designer, Macmillan Education, London | Contract

SEPTEMBER 2021 – JUNE 2022

Responsible for understanding user needs and using that data to enhance the product experience for teachers and students worldwide, leading the direction for design excellence.

- Designed apps across multiple devices including interactive whiteboards
- Created a design system identifying reusable components for consistency
- Conducted usability tests to understand the needs of our users, and analysed data to validate design decisions and deliver best-in-class solutions.
- Collaborated using Miro for journey maps, user flows, and online workshops
- Created interactive prototypes to rapidly test and iterate on designs

Lead Product Designer, Dhani, London | Contract

FEBRUARY 2021 – AUGUST 2021

Key responsibilities to lead the design team and oversee the development of their mobile app. Create a brand identity, and take user feedback to drive improvements.

- Lead the design team to give expertise on design strategies and solutions
- Created wire-frames, rapid prototypes and visual designs for their mobile app
- Facilitated workshops and presented designs to key stakeholders
- Created a visual style guide for the team to uphold their new brand identity
- Analysed user feedback and data to identify areas of improvement
- Developed prototypes for the mobile app to demonstrate product ideas

Details

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Links

[Portfolio](#)

[LinkedIn](#)

Skills

Experience Design (UX)

Interface Design (UI)

Human-Computer Interaction (HCI)

User-Centred (UCD)

Data-Driven Design

Fintech Expertise

Start-ups

Artificial Intelligence (AI)

Wireframe and Prototyping

Research and Usability Testing

Multi-Platform Design

SaaS / Mobile / Web / E-commerce

Design Systems

Mentorship and Leadership

Multi-Tasking and Prioritisation

Strategic Thinking

Complex Problem Solving

Meeting Tight Deadlines

Attention to Detail

Collaboration and Communication

Web Accessibility (WCAG)

Design Tools | Figma | FigmaJam

| Adobe Suite | Sketch | Miro |

Balsamiq | Axure

Lead UI Designer, 101 Ways, London | Contract

OCTOBER 2020 – JANUARY 2021

Lead designer for a startup initiative, responsible for creating a new brand identity and collaborating with the CEO on planning and strategy.

- Created a new brand identity for a start-up initiative
- Worked directly with the CEO on planning and strategy
- Used colour, typography, and composition to create innovative designs
- Designed a visual UI kit for consistent branding across all marketing channels

Lead Product Designer, Willis Towers Watson, London | Contract

JUNE 2019 – AUGUST 2020

Lead designer in a Fintech start-up, developing an industry-leading reinsurance platform, simplifying complex requirements, creating brand identities and driving improvements.

- Lead designer in a joint venture start-up
- Strived to create an industry-standard platform for the reinsurance marketplace
- Simplified the reinsurance process to make it more efficient and intuitive
- Created simple design solutions from complex requirements
- Created a brand identity including a brand logo and visual style guidelines
- Worked in an agile environment - finding new and improved ways for the process
- Challenged the status quo and drove continuous improvement
- Created an innovative first-class user experience

Senior Product Designer, Direct Line Insurance Group, London | Permanent

SEPTEMBER 2016 – JUNE 2019

Led the digital transformation for their breakdown cover app, worked end-to-end through the process and mentored junior designers

- Led the digital transformation for their desktop and mobile app
- Undertook in-depth user research - created and tested prototypes
- Designed and presented creative ideas from concept to final production
- Delivered high-quality, engaging and usable solutions in an agile environment
- Identified new opportunities and work processes
- Mentored junior designers and provided leadership to the wider team

Senior Product Designer, T4G Kick, Toronto Canada | permanent

MARCH 2012 – JUNE 2016

Offered digital transformation services to clients in North America. Worked end-to-end through the design process on a wide range of projects in multiple industries.

- Assisted in new business development activities and design strategies
- Acted as a user experience advocate and consultant
- Created UI style guidelines to uphold new brand identities
- Gathered client requirements and ran workshops
- Developed wireframes and converted them into creative concepts
- Presented designs to clients throughout the development cycle
- Worked with the team ensuring deliverables were met to the highest standards

Lead Product Designer, HSBC Bank, London | Permanent

JULY 2008 – FEBRUARY 2012

Responsible for growing the digital design team and leading the digital transformation for their website and mobile app.

- Led and grew the first in-house digital marketing team
- Provided design direction to relevant stakeholders
- Developed creative campaigns while upholding HSBC's brand identity
- Presented and pitched creative designs to key stakeholders
- Found new and effective communication solutions and production processes
- Led the digital website transformation and created digital style guidelines
- Awarded best-designed campaign of the year

Lead Product Designer, Expansive Media, London | Permanent

MAY 2006 – JULY 2008

Worked closely with clients in the media industry on their promotions and marketing strategies, and worked on designs from a conceptual level through to final execution.

- Created media promotions for the entertainment industry through multiple channels including newspaper, magazine, TV and online content
- Designed artwork and campaigns from concepts to final production
- Presented concepts to clients while upholding their brand identity
- Clients included Apple, Paramount Pictures, Nickelodeon, Lions Gate Films, Universal Pictures, Warner Bros, 20th Century Fox, Sony and Disney

Education

London Metropolitan University

SEPTEMBER 2003 – JULY 2006

First-Class Hons Degree | Multimedia and Computer Aided Design

Bullers Wood School

SEPTEMBER 1995 – JULY 2003

A levels in Travel & Tourism & Art | GCSEs graded A*-C