

# Apparicio Bueno. AJ

DESIGN LEAD / HEAD OF DESIGN

Portfolio [www.apparicio.co.uk](http://www.apparicio.co.uk)  
Linkedin [linkedin.com/in/appariciojunior](https://linkedin.com/in/appariciojunior)  
Email [appariciojunior@gmail.com](mailto:appariciojunior@gmail.com)

Passionate design leader with over a decade of experience actively building, managing, and evolving dynamic design teams. Expert at delivering scalable products through collaboration with data, engineers, and stakeholders to enhance user experiences. I previously worked with global brands, including Rolls-Royce, Harvey Nichols, Cazoo, and British Petroleum, and I am currently at BT Group.

I recently experienced a successful IPO for Cazoo, achieving a remarkable 93 NPS and a 4.8 Trustpilot rating. I am now driving innovation at BT Group, enhancing global design practices and leading teams to ensure consistency and scalability, including overseeing the most significant telco rebrand in Europe to elevate their app DCSAT and set new standards in the industry.

Expertise Cross-functional team leadership, design strategy, product design, user-centered design, structuring design teams, design vision

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## WORK EXPERIENCE

### **BT Group (Consumer)** (Dec/22 - Now) - Principle Product Designer

As the first Principal Designer, I had the challenge to craft a design vision for the product, looking ahead 18 months to 2 years; also responsible for defining what a Principal Designer is and how we can expand the role inside the current structure.

- Elevated the EE app design vision to a new quality standard
- Collaborated closely with agencies to deliver a new digital design language
- Empowered designers to be more creative, explore the brand correctly and take more decisions around their flows and experiences
- Currently, as Product Design Lead Interim, helping the entire design structure to deliver consistency and scale to our products

### **Cazoo** (Dec/2019 - Dec/2022) - Design Lead

Joined as a founding designer to shape the design team, defining the company's UX vision and doing a record IPO with the most useful used-car online experiences in Europe. With time, I started to lead teams in the checkout world, managing designers to deliver the best experiences for our users, prioritising projects with key business stakeholders, and managing directors.

- Mentoring a team of five product designers across five domains
- Coached a developer to change career paths into UX Design
- Owning a wider UX strategy to scale the product in 5 countries

- Evangelising customer insights and data to help shape product roadmaps
- Established a design bootcamp helping all teams to understand the value of UX and design
- 93 NPS & 4.8 Trustpilot scored after launching progressive forms in the checkout flow
- +63% CTR after the launch of the imperfections gallery
- 41% bounce rate reduction for the checkout flow by improving the content hierarchy and UI

**Hero® (part of Klarna)** (May/2019 - Nov/2019) - Senior UX/UI Designer

Designed the IRL "In Real Life" experience for online stores with omnichannel shopping by adding WhatsApp, SMS and video calls.

- Empowered sales teams to text and email with customers, growing lifetime loyalty.
- Increasing up to 70% of the spending amount per purchase with WhatsApp as an on-demand shopping experience
- Designed a unique WhatsApp Business proposition for the sales team to manage and text their clients, increasing cross-selling

**Investis Digital (idx.inc)** (Aug/2017 - May/2019) - Senior Product Designer

I led the conception and scaling of the UX team at the agency, working with most FTSE100 clients such as Rolls-Royce, Chemring, JTI, Whitbread, Halma, St.James's Place, and others.

- Audited British Petroleum Energy Tool, reducing the time to find results by 80%;
- Implemented the new Roll-Royce digital rebrand in collaboration with Pentagram, developing a 600+ module design system, creating consistency in their online products

**COURSES / EDUCATION**

**Experience Haus** (2023) - Design Leadership

- Business strategy, improving design culture, building a successful design team, setting organisational goals, shaping business insights, mapping designers performance

**Second Wave Dive** (2022) - Strategic Design Leadership

- The POKR™ Framework, negotiation and ambition mapping, value of design, business ecosystems, design org strategy, quality scoring + ROI math

**Design Dept.** (2022) - Design Leadership Fundamentals

- Management fundamentals, structuring teams, building design culture, navigating stakeholder conversations

**Nielsen Norman Group** (2019 - 2020) - UX Certification #1025459

Specialisations in Interaction design and management

- Measuring UX and ROI, designing Influence, UX Roadmaps, DesignOps: Scaling UX Design

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#### OTHER SKILLS

- product strategy, agile environment, design system, product handoff with devs, design coaching, UX reports and audits, excellence framework, market research, product prioritisation, definition of UI patterns, discovery research, design thinking, OKRs planning

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#### EXTRA

- Founded a complete UX training, Design Circuit, teaching Brazilians all the methods, approaches and processes of user-centred design, with more than 4500+ students working at the best companies and startups, including Accenture, Concrete, Globo, Apple and others.
- Public speaking at multiple events about UX, product and design systems in collaboration with DesignLab, Trainline, TechCircus, IBM and UX Crunch