

# Apparicio Bueno . AJ

Principal Product Design @ BT



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Designer leader actively building, managing and evolving design teams to deliver scalable products. Collaborating with data, engineers and stakeholders to improve people's experiences. Worked with some of the world's biggest brands, such as Rolls-Royce, Harvey Nichols, Cazoo and British Petroleum.

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## WORK EXPERIENCE

### **Cazoo, Design Lead** Dec 2019 – Dec 2022

Currently leading five teams in the checkout world, managing designers to deliver the best experiences for our users and prioritising projects with key business stakeholders and PMs.

- 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

### **Cazoo, Senior Product Designer**

Joined as a founding designer helping the design team grow, shaping the company's UX vision and doing a record IPO with the most useful used-car online experiences in Europe.

- Led numerous projects, including browsing by lifestyle, search results hierarchy, car details page with a 360° gallery, ancillary products MVP and finance with negative equity
- Increase by 34% the engagement in the 360° gallery
- Generated 63% of interaction by delivering the imperfections gallery helping users to trust the brand; this pattern is now a standard in the industry of used cars
- Evolved checkout with new progressive patterns, and achieved users' reactions as "easier to buy a car than a t-shirt online."

### **Hero®, Senior UX/UI Designer** May 2019 – Nov 2019, London

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

- 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 experience for the sales team to manage and text their clients, increasing cross-selling

### **Investis Digital, Senior Product Designer** Aug 2017 – May 2019, London

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%; also designed a feature to help users create a custom report
- Implemented the new Roll-Royce digital rebrand in collaboration with Pentagram, developing a 600+ module design system, creating consistency in their online products



## EDUCATION

### Second Wave Dive

Strategic Design Leadership

- Storytelling for Decision-Making
- The POKR™ Framework
- Negotiation and Ambition Mapping
- Map the value of design

### designdept.co

Design Leadership

- Strategies for growing a team
- Deliver design excellence
- Feedback and team performance

### Nielsen Norman Group UX Certification #1025459

Specialisations in Interaction and Management

- Measuring UX and ROI
- Designing Influence
- UX Roadmaps
- DesignOps: Scaling UX Design

## RECENT SUCCESSES

**93 NPS & 4.8 Trustpilot** scored after launching progressive forms in the checkout flow

**+63% CTR** after the launch of imperfections gallery

**-41% bounce rate** reduction for the checkout start flow by changing the content hierarchy and UI

**Record IPO Launch** enabled the building and structuring of the Cazoo design team as a founding designer

## TOOLS

Sketch

Hotjar

Optimal Workshop

Invision

Figma

UsabilityHub

Maze Design

Notion

Pen & Paper

UserTesting.com

Marvel

Jira

## SKILLS

Managing design teams

Design coaching

Definition of UI patterns

Product strategy

UX reports and audits

Stakeholder management

Agile Environment

Excellence framework

Discovery research

Design System

Market research

Design thinking

Product handoff with devs

Product prioritisation

OKRs planning

## 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