

Apparicio Bueno. AJ

DESIGN LEAD / HEAD OF DESIGN

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Design leader with over a decade of strategic experience transforming digital experiences across global brands. Building and scaling design capabilities that drive meaningful business impact, I have consistently led high-performing teams to redefine industry standards and deliver exceptional user-centric solutions.

Throughout my career, I have worked with world-renowned brands including Rolls-Royce, Harvey Nichols, Cazoo, and British Petroleum, currently serving as Head of Product Design for Consumer products at BT Group/EE. My approach combines strategic design leadership with a proven ability to deliver tangible business value through innovative design practices.

At BT Group, I have pioneered the design transformation by establishing a new layer in our design leadership structure and developing a comprehensive design strategy that enhances product consistency and user experience. My leadership was pivotal in a significant telecom migration, successfully transitioning millions of customers and setting new benchmarks in digital brand experience.

EXPERTISE

Design Leadership, Design Strategy, Organizational Transformation, Product Innovation, Design Operations, Design Systems, Cross-functional Leadership, Digital Transformation

WORK EXPERIENCE

BT Group/EE (Consumer) (Dec/22 - Now) - Head of Product Design

As the Head of Product Design at BT Group, I pioneered the strategic transformation of digital product design, establishing and defining the Principal Designer role while driving innovative design leadership across the organization.

- Shaped a forward-looking 18-24 month design vision for EE, elevating the digital product design to a quality standard that ensures strategic alignment, delivery, and tangible business value
- Led a pivotal brand migration collaboration with the team at Zag, successfully transitioning millions of customers from BT to EE in one of Europe's largest telecommunications migration projects
- Established and led the product design capability and design operations, including the design system team (Loop), to drive consistency and scalability across digital products, significantly increasing adoption rates and user experience coherence
- Developed a comprehensive design playbook, introducing robust practices and processes that empowered design teams to deliver exceptional user experiences across all platforms
- Cultivated a creative design culture that encouraged designers to explore UX and UI boundaries, make strategic decisions, and drive continuous innovation

- Collaborated strategically with cross-functional agencies to develop and implement a cohesive new digital design language
- Transformed the design organizational structure to create a more adaptive, innovative, and user-centric approach to digital product design.

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

I joined as a founding designer to shape the design team, define the company's UX vision, and do a record IPO with the most useful online experiences for used cars 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
- Launched a comprehensive design bootcamp for cross-functional teams, resulting in a 30% increase in project efficiency; equipped 40+ team members with essential UX skills to optimise product development processes.
- 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 - Design Leadership

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

Second Wave Dive - Strategic Design Leadership

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

Design Dept. - Design Leadership Fundamentals

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

Nielsen Norman Group - 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, UX Crunch and Figma