



Ngatye Brian Oko

Senior Product Designer

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[Ngatye's portfolio](#)

[Ngatye's Linkedin Profile](#)

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London, N165UA, United Kingdom

"I'm a hands-on Product Designer with strategic leaning, and over a decade of experience in developing digital products. I'm skilled in designing complex digital interfaces, conducting comprehensive UX research, scoping projects and implementing design systems. I hold an MA in Interaction Design, a BA in Industrial Design Engineering, and a Certification in Futures Thinking. My mission is to assist your company in reaching business goals using design, strategy, and foresight."

Work Experience

Strategic Product Designer (Part-time)

Jan 2024 - Present

Pillsure is a London-based early-stage startup that aims to improve the way people with hypertension follow their medication routines.

- My mission is to deliver a top-tier user experience that helps patients adhere to medication, supports carers in timely interventions, and enables doctors to monitor progress through NHS integration.
- I plan and execute comprehensive user research to uncover insights into medication routines and behaviours (ongoing).
- I conduct competitor analysis and market research on hypertension-related illnesses, aiding Pillsure in identifying its target market and creating a positioning.
- I designed and developed the holding website, establishing a temporary brand voice that resonates with investors and advisors.

Senior UX Design Contractor

May 2021 - Feb 2023

Class35 is a London-based design agency focused on providing Fintech clients with product strategy, design & build.

- I supported Fiserv's Developer Portal team in planning, scoping, designing and prototyping the New Developer Portal.
- I helped plan, document, design, prototype, QA and hand off the current Fiserv multinational design system.
- I identified over 275 UX & UI issues on Investec's FX platform through a heuristic evaluation, synthesised and presented the 26 key-themed findings to the client, laying the foundation for their design system and more collaborations with Class 35.

Senior UX Designer / Product Designer

Jul 2018 - Dec 2020

TotallyMoney is a Fintech startup that offers free credit scores and credit-related products.

- I helped to increase user engagement to above 60% by leading and designing the Credit Analysis feature, which helps explain how the Credit Scores are calculated.
- I designed the Biometric and Passcode authentication for iOS and Android to lower the frustration of login in over 10-minute timeout sessions.
- I redesigned the marketing permissions capture, in the sign-up which raised the opt-in marketing email users from 35% to 80%.
- I conducted user testing following marginal conversion differences in abandoned cart email A/B tests, uncovering design, tone, and UX/UI issues. Developed a comprehensive plan to redesign and implement a new email version.
- On the side, I initiated the conceptualisation and design of a Slack Glossary chatbot to help new hires understand credit-related terminology, integrating it into the induction process.

Senior UX Design Contractor

Jan 2018 - Apr 2018

VCCP is a global integrated communications agency providing advertising services.

- I improved the purchasing flow of a power bar and sports energy supplement provider e-commerce website.

UX Designer

Apr 2016 - Nov 2017

Monitise Create | Big Radical was a London-based design & strategy agency focused on digital product development.

- I redesigned three core mobile app features for AA Motor Assistance. The signup, the assistance booking and the home screen. Resulting in a clearer sign-in path for different types of memberships, the shortening of the roadside assistance booking time by 1 minute on average, and increased visibility of perks and key information.

- I wrote the narrative, prototyped the pitch and designed the 2018 Maserati GT campaign website, which created a 3 project partnership with Maserati.
- I wrote an article about UI animation to promote Big Radical's digital services.

Interaction Designer

Mar 2013 - Apr 2016

Method a global strategic design and digital product development consultancy.

- I supported various teams in delivering great user experiences by prototyping flows, UI animations, video demos and motion graphics for clients like Flight Global, Barclays, BBVA, Bunge and others.

Co-Head

Mar 2012 - Apr 2014

Fablab Umeå is a digital fabrication laboratory that provides access to the environment, the skills, the materials and the advanced technology to create (almost) anything.

- I pitched the idea of the Fablab to the executive team at Umeå Arts Campus which helped us secure the approval and funding of the fabrication laboratory.
- I drafted the machinery and tools budget and oversaw the refurbishing of the space. I also organised the inaugural workshop.

Interaction Design Intern

Sep 2010 - Sep 2011

Electrolux is a global appliance company that has shaped living for the better for more than 100 years

Smart Design is a strategic design company that helps people live better and work smarter by humanising products, services, and experiences through deep research, insights, and design strategies.

Designit is an experience innovation company that works at the intersection of technology, design, strategy, and marketing.

- I shaped the visual design, UX and interactions of the Franke Foam Master Coffee Machine.

3D Design Software Consultant

Jan 2008 - Aug 2008

CT Activa is a consultancy that provides companies with CAD and PLM consulting.

- I implemented a responsive 3D library for a company dedicated to building fair stands. I taught their employees how to use the 3D software and library.
- I lectured professionals on how to use 3D.

Industrial Design Engineer

Education

Master in Interaction Design

Umeå Institute of Design - Sep 2009 - Jun 2012

Industrial Design Introduction Postgraduate

Umeå Institute of Design - Sep 2008 - Jun 2009

Bachelor of Arts Industrial Design Engineering

Elisava / Pompeu Fabra - Jan 2002 - Dec 2005

Skills

Figma, Notion, Atlassian, Ideation, User Research, Web design, UI/UX design, HTML / CSS / Javascript, Motion Design, Design Thinking, Storytelling, Systems thinking, Strategic Thinking, Product & Usability testing, Strategic Foresight

Certificates

Strategic Foresight for Brands: Plan for Future Success

DOMĚSTIKA - Jun 2024

Copywriting for Copywriters

DOMĚSTIKA - Apr 2024

Foundation Training in Nonviolent Communication

NVC Foundation - Apr 2022

Used to communicate under stressful and high-stakes situations

Forecasting Skills: See the Future Before it Happens

Institute for the Future via Coursera - Oct 2020

Used to create strategies

Simulation Skills: This is Your Brain on the Future

Institute for the Future via Coursera - Sep 2020

Publications

Spongy Frown

Things I'm learning about making future decisions for life or business.

[Visit on LinkedIn](#)

Languages

Spanish: Native

Catalan: Native

English: Proficient

Ndowéyë: Proficient

