

Ngatye Brian Oko

Product Designer & Builder | I shape stories through products | Design + AI-amplified build | 12+ years

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[Portfolio](#) | [LinkedIn](#)

London, United Kingdom

Profile

Product Designer & Builder with 12 years creating digital products with measurable impact. I specialise in 0→1 for early-stage companies, combining design strategy + technical execution + AI workflows to ship complete products with purpose.

Track record: Increased conversion 2x (35%→80% at TotallyMoney), reduced friction 66% (AA), owned the UX design of a multinational design system (Fiserv), won a pitch, generating a multi-project partnership (Maserati).

Recent: Part-time at Pillsure (healthtech early-stage) while building 6 functional products, including AET.ski (airport transfer booking platform) and Ndowe Dictionary (8k+ entries via AI automation). These projects prove that designers who combine strategy + code + AI can ship complete products in weeks, not months.

Seeking: Early-stage team (5-30 people) building products where design and purpose aren't separate—products that tell a story and solve real problems. I bring the rare combination of strategic vision + technical execution to ship complete experiences, not just interfaces.

What Makes Me Different

1. Strategic Foresight + Systems Thinking

IFTF-certified in futures thinking. I identify second and third-order problems other

designers miss—the organizational, behavioral, and business challenges hiding beneath UI

requests. This perspective led to AA's 66% friction reduction (3min→<1min) and

TotallyMoney's 2x conversion increase (35%→80%)—both required seeing the real problem,

not just the stated one.

2. Complete Product Execution

I don't stop at Figma. I ship functional products using React/Next.js/Vue + AI-assisted

development. Built AET.ski (booking platform with Stripe, 4 weeks), Ndowé Dictionary

(8k+ entries, automated PDF→JSON), e-commerce platform—all deployed and generating value.

This matters because I can validate ideas in weeks.

3. Production AI Application

2 years deploying AI-powered products at scale and side projects: automated classification of 8k+ dictionary entries, generated production code

(Claude/Cursor). While others experiment with AI, I've proven that it enables one designer to ship what previously required a team.

Experience

Strategic Product Designer (Part-time)

Pillsure | London, UK | Jan 2024 - Present

Early-stage health-tech startup improving medication adherence for hypertension patients

- **Shaped product strategy** through comprehensive user research uncovering behavioral insights into medication routines, and positioning for self awareness

- **Positioned company for funding** by conducting competitor analysis and market research, helping identify target market and creating differentiated positioning
- **Built brand foundation** by designing and developing holding website, establishing temporary brand voice resonating with the board
- **Enabled cross-functional alignment** by creating design artifacts that bridge patient needs, carer interventions, and doctor monitoring requirements

Senior UX Design Contractor

Class35 | London, UK | May 2021 - Feb 2023

Design agency serving fintech clients with product strategy, design & build

Fiserv - Developer Portal & Design System:

- **Led end-to-end design** for New Developer Portal from planning through prototyping, supporting multinational team in delivering cohesive developer experience
- **Established design foundation** by planning, documenting, designing, prototyping, QA-ing and handing off current Fiserv multinational design system
- **Drove consistency at scale** through systematic approach enabling faster feature delivery across international product lines

Investec - FX Platform Audit:

- **Uncovered 275+ UX/UI issues** through comprehensive heuristic evaluation of Investec's FX trading platform
- **Generated new business** by synthesizing and presenting 26 key-themed findings that laid foundation for design system and secured additional collaborations with Class35
- **Accelerated improvement roadmap** by providing prioritized, actionable recommendations with business impact analysis

Senior UX Designer / Product Designer

TotallyMoney | London, UK | Jul 2018 - Dec 2020

Fintech startup offering free credit scores and credit-related products

- **Increased user engagement >60%** by leading design of Credit Analysis feature explaining credit score calculations, turning complex financial data into clear user value
- **Reduced login friction** by designing biometric and passcode authentication for iOS and Android, eliminating frustration from 10-minute timeout sessions
- **Doubled marketing opt-ins (35%→80%)** by redesigning marketing permissions capture in sign-up flow, directly impacting user acquisition costs and email list growth
- **Improved email conversion** by conducting user testing on abandoned cart A/B tests, uncovering design, tone, and UX/UI issues, then developing comprehensive plan for new email version
- **Enhanced onboarding efficiency** by initiating and designing Slack Glossary chatbot helping new hires understand credit terminology, integrating into induction process

Senior UX Design Contractor

VCCP | London, UK | Jan 2018 - Apr 2018

Global integrated communications agency

- **Optimized e-commerce flow** for power bar and sports supplement provider, reducing purchase friction and improving conversion funnel

UX Designer

Monitise Create | Big Radical | London, UK | Apr 2016 - Nov 2017

Design & strategy agency focused on digital product development

AA Motor Assistance - Mobile App Redesign:

- **Reduced customer service calls and booking time 66% (3min→<1min)** by redesigning roadside assistance booking flow, directly impacting customer satisfaction during high-stress situations
- **Clarified membership paths** by redesigning signup flow for different membership types, reducing confusion and support tickets
- **Increased feature visibility** by redesigning home screen, improving discoverability of perks and key information, driving engagement with membership benefits

Maserati - 2018 GT Campaign:

- **Won 3-project partnership** by writing narrative, prototyping pitch, and designing 2018 Maserati GT campaign website
- **Demonstrated value-driven design** that connected brand story with digital experience

Thought Leadership:

- **Promoted agency capabilities** by writing article about UI animation showcasing Big Radical's digital services expertise

Interaction Designer

Method | London, UK | Mar 2013 - Apr 2016

Global strategic design and digital product development consultancy

- **Accelerated feature delivery** by prototyping flows, UI animations, video demos and motion graphics for multiple teams
- **Supported enterprise clients** including Flight Global, Barclays, BBVA, Bunge with design artifacts that improved stakeholder alignment and development handoff

Co-Head

Fablab Umeå | Umeå, Sweden | Mar 2012 - Apr 2014

Digital fabrication laboratory at Umeå Arts Campus

- **Secured lab approval and funding** by pitching concept to executive team at Umeå Arts Campus
- **Established operational foundation** by drafting machinery/tools budget and overseeing space refurbishing
- **Launched community program** by organizing inaugural workshop, setting tone for collaborative making culture

Interaction Design Intern

Electrolux, Smart Design, Designit | Multiple locations | Sep 2010 - Sep 2011

- **Shaped product experience** by designing visual design, UX and interactions for Franke Foam Master Coffee Machine

- **Contributed to consumer product** connecting industrial design with interaction design in professional appliance context
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Skills

Design: Product Design, UX/UI Design, User Research, Prototyping, Design Systems, Interaction Design, Visual Design, Design Thinking, Usability Testing

Technical: Figma, Affinity, HTML/CSS/JavaScript, React, Next.js, Vue.js, Tailwind, Motion Design, Prototyping, Responsive Design

AI & Automation: Claude, Cursor, ChatGPT, Gemini, AI-assisted coding, Prompt engineering, Automation workflows, Data classification

Strategy: Strategic Foresight (IFTF certified), Systems Thinking, Product Strategy, Business Impact Analysis, Stakeholder Management, Cross-functional Collaboration

Tools: Notion, Atlassian (Jira/Confluence), Git, Stripe Integration, API Integration

Methodologies: UCD, Design Thinking, Agile, Design Sprint, and Iterative Design

Skills

Product Design: UX/UI Design, User Research, Prototyping, Wireframing, Design Systems
Interaction Design, Visual Design, Usability Testing, Design Thinking

Design Tools: Figma, Affinity Designer, Notion, After Effects (motion design/animation timing), Miro, Jira/Confluence

AI-Powered Development: Claude (primary coding assistant), Cursor (AI IDE), GitHub Copilot, Nano Banana/Gemini (AI image generation) — Used for: generating production code (React/Next.js/Vue), automating data processing, accelerating prototype-to-product workflows

Frontend Implementation: HTML/CSS (read/modify), JavaScript (read/modify with AI assistance), React, Next.js, Vue.js, Tailwind CSS, Responsive Design, Git

(version control,
commit workflows)

Technical Integration: Stripe payments (AI-assisted implementation), REST APIs (AI-assisted implementation via documentation), JSON data handling

Strategic Capabilities: Systems Thinking, Product Strategy, Second-order problem analysis, Business Impact Analysis, Stakeholder Management, Cross-functional Collaboration

Methodologies: User-Centred Design, Agile, Design Sprint, Iterative Design, 0→1 Product Development

Recent Projects (2022-2024)

AET.ski - Ski Booking Platform

Airport transfer booking website for a solo operator

- **Designed and built** full-stack booking platform in 4 weeks using React/Next.js + AI workflows
- **Automated response some emails** via resend
- **Validated AI-amplified workflow** demonstrating 10x faster concept-to-launch timeline

Ndowé Dictionary - Automated Language System

8,000+ entry multilingual dictionary

- **Automated data processing** of 8k+ dictionary entries using AI (PDF→structured JSON)
- **Built multilingual web app** preserving the linguistic legacy of Ndowe people
- **Demonstrated AI at scale** in content classification and database generation

Sópu - Boutique Cultural E-commerce Platform

E-commerce connects the products I create to the cultural advancement of the Ndowe people.

- **Created end-to-end e-commerce** experience with Stripe payment integration
- **Demonstrated generative AI implementation** crafting product photography identity via Midjourney

Experiments

makara.xyz, Erik Wingman chatbot, Outlier CV

- **Explored AI applications** across multiple product types (portfolio, futures thinking tool, conversational AI, writing, task automation)
 - **Validated technical stack** proving designer + AI workflows can ship production-ready products
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Education

Master in Interaction Design

Umeå Institute of Design | 2009 - 2012

Industrial Design Introduction Postgraduate

Umeå Institute of Design | 2008 - 2009

Bachelor of Arts in Industrial Design Engineering

Elisava / Pompeu Fabra University | 2002 - 2005

Certifications

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

Forecasting Skills: See the Future Before it Happens | Institute for the Future via Coursera | Oct 2020

Simulation Skills: This is Your Brain on the Future | Institute for the Future via Coursera | Sep 2020

Languages

- **English:** Fluent (Professional working proficiency)
 - **Spanish:** Native
 - **Catalan:** Native
 - **Ndowéyè:** Proficient
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Additional Information

Location: Based in London, open to hybrid/remote arrangements

Work Authorisation: Pre-Settled Status

Notice Period: Immediate