



PROFILE

I lead end-to-end design operations & change management that scale teams, elevate product quality, and convert design into measurable business impact. I integrate emerging technologies, AI tooling, and vibe coding methodologies into design workflows to accelerate delivery and reduce legacy process debt. I build and mature design systems, drive research-led decision frameworks, and translate complex workflows into clear, high-performing experiences. I establish data-driven UX metrics, strengthen cross-functional alignment, and develop teams capable of delivering consistent, enterprise-level outcomes.

WORK EXPERIENCE

Founder

Apr 2025 – Present

DesignOps Aligned – Zurich, Switzerland

- Founded consultancy helping design teams adopt AI-native workflows, analyse legacy processes, and embed vibe coding and vibe designing methodologies to drive measurable operational improvement

Director in UX & Business Process Management

Jul 2023 – Apr 2025

Johnson Controls Plc – Zurich, Switzerland

- Directed 39 global design team members across the world, improved collaboration culture within product teams, reduced costs by 40%, and delivered OKR cost savings.
- Cut operational costs by 85% through improving alignment processes and removing legacy handover methods with the use of vibe coding and vibe designing prototypes.
- Created data-driven UX submissions to PI backlog and enhanced pitching during pre-project stage for stakeholder buy in and refinement.
- Achieved year-on-year KPI & OKR targets to track design impact and ROI effecting both bottom line and P&L reporting.
- Successfully embedded new emerging design technologies with development teams to utilise vibe coding prototypes for use of implementation reducing a 55% cost in story points.
- Identified and restructured legacy workflow inefficiencies in product ideation, testing and review stages by integrating AI tooling to accelerate delivery cycles.

Head of Design & Change Management – EMEA

Jan 2019 – Jul 2023

SwissRe – Zurich, Switzerland

- Directed 14-member EMEA design team through organizational transformation; developed 4 direct reports into senior roles.
- Decreased user-reported bugs 50% and support tickets 30% by driving adoption of systematic usability testing protocols across product teams.
- Architected scalable design system and led change adoption that standardized component delivery and accelerated cross-team collaboration.
- Restructured legacy workflows and managed stakeholder transition to embed UX strategy directly into business objective planning.
- Eliminated 47% of UI bugs and 70% of design defects by implementing structured review gates and driving process compliance across teams.

CONTACT INFORMATION

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C-Permit, 22nd February 1983

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TECHNICAL SKILLS

Strategic Design Leadership

- Design vision, creative direction & brand system governance
- Enterprise-scale design systems architecture
- UX research strategy, synthesis frameworks & evidence-based decision making
- Journey mapping, service design & end-to-end experience architecture

Technical WorkFlows

- AI-native workflow integration: Co-Pilot, OpenAI, Claude, Gemini
- Vibe coding & vibe designing methodologies for rapid prototyping
- Claude Code, Loveable, Cursor, Bolt

Operations & Analytics

- KPI/OKR framework design, tracking & executive reporting
- Design governance frameworks & cross-functional compliance standards
- Process mapping, resource optimisation & operational cost reduction
- Legacy workflow analysis & AI-assisted process redesign



UX Team Lead

Aug 2016 – Jan 2019

Leonteq Securities AG – Zurich, Switzerland

- Lead UX strategy, aligning with business goals to ensure maximum customer value.
- Managed research teams findings for informed decisions, cutting 40% of non-valuable
- Collaborate with cross teams to deliver all user journeys across digital products.
- Establish UX standards to reduce UI technical debt by 80% overall.
- Managed and mentored designers advancing 2 into senior roles.
- Measure UX success with data increasing conversions by 14%.
- Drove continuous UX improvement within satisfaction, engagement, and retention.
- Implement initiatives yielding measurable real impact on business metrics.

Senior UX & UI Developer

Jul 2014 – Aug 2016

Arpage AG – Zurich, Switzerland

- Collaborated on MVP features and wireframes, improving UI alignment
- Refined product tasks for Agile sprints, reducing design-to-code time by 35%.
- Performed UX/UI tests aligned with sprint goals, cutting rework
- Led UX design internally, eliminating external agency cost.
- Created design libraries and style guides, reducing UI inconsistencies.
- Adopted Angular Material, reducing initial UI build and decreasing team workloads.

Front End Designer / Front End Developer

Jul 2008 – Jul 2014

London, United Kingdom

Designer & developer contractor roles with The Brunswick Group, uSwitch & LetsGo2

EDUCATION

Management Workflows with Vibe Coding & Design Toolsets

In Progress

Swiss Institution

AgilePM® Foundation & Practitioner (AgilePM® v3)

2026

PMI.org

PMI-ACP® Certification Training

2025

PMI.org

PRINCE2 Agile® Foundation and Practitioner

2025

PeopleCert

Design Management

2024

IXDF – The Interaction Foundation

Psychology of Interaction Design & Journey Mapping

2023

IXDF – The Interaction Foundation

BA Honors Digital Media Production – Upper Second Class 2:1

2004 - 2008

University of the Arts London

CORE SKILLS

- Global team scaling and distributed team management
- Cross-functional stakeholder alignment
- Business-design alignment and roadmap integration
- Change management and organizational transformation
- Cost reduction through workflow optimization
- ROI measurement and business value articulation
- Agile methodology facilitation
- Training program design and delivery

KEY ACHIEVEMENTS

- Lead global UX teams through strategic changes effectively
- Streamline cross-functional workflows to boost velocity
- Drive scalable design strategies aligning UX objectives well
- Enhance delivery by mapping processes and resources smart
- Build robust UX training programmes across organisation wide
- Created ValueUX Conference
- Created Podcast Show with 72K Followers called DesignOps Aligned

