

Emile H. Adams

Senior UX/ Product Designer

Data-heavy Enterprise Investment & Trade Operations Platforms

Profile

Senior UX / Product Designer with 10+ years' experience delivering complex, data-rich enterprise systems across banking, energy, insurance and maritime sectors. Focused on retiring legacy tools, improving workflow clarity, and designing scalable information architectures and dashboards for operational and risk environments.

Experienced in stakeholder workshops, SME collaboration, and translating technical requirements into structured interaction models and production-ready UI.

Core Capabilities

- UX strategy for complex enterprise initiatives
- End-to-end product design (discovery to high-fidelity and handoff)
- Information architecture, workflow modelling, and data structuring
- Design system contribution and pattern standardisation
- Support usability testing and design validation with users and stakeholders
- Cross-functional workshop leadership and stakeholder alignment
- Figma expertise (wire-framing, prototyping, scalable component systems)
- Strong presentation and structured design rationale for senior stakeholders
- WCAG-aware accessible and inclusive design practices

Selected Experience • See www.sketchfirst.com for visuals)

Senior UX Designer

05/2022 - 11/2024

EDF Trading • Power Position Management (*case study restricted*) London UK

Contributed to operations and risk analysis initiatives to retire **90–95%** of legacy systems across **Power Position Management, Trade Limits & Breach Reporting, and Market & Quotes Data Analysis**

- Redesigned information architecture and taxonomy to improve operational efficiency and reduce exposure from legacy routines
- Consolidated redundant interfaces to improve workflow reliability and visibility
- Rebuilt navigation structures and dashboard layouts to replace manual tracking with automated reporting, improving live visibility and reducing trade desk errors
- Applied structured IA models to support quantitative risk analysis and scenario testing
- Gained domain understanding through SME interviews and independent research

Senior UX Architect

05/2019 - 12/2021

Deutsche Bank CIB • CCO (*via HCL Tech*) (*case study restricted*) London UK

Supported delivery of a bank-wide federated application within the RaaS platform, covering **Data Discovery, Governance, Standardisation, and Publisher & Consumer Onboarding**

- Designed dashboards to visualise service maturity, ownership and availability
- Facilitated cross-functional workshops to map onboarding flows and dependencies
- Produced wireframes and UI flows based on architect and SME input
- Collaborated with developers to define interaction patterns aligned to React components
- Contributed to remapping cross-bank data onboarding processes, reducing publication and delivery time by 75%.

Senior Product Designer

08/2018 - 03/2019

90POE/ Zodiac Maritime • Open Ocean Platform London, UK

Led experience design for a unified maritime platform spanning **Bunkering, Equipment Registry, and Vessel Performance & Efficiency**

- Designed workflows and dashboard layouts for onboard and onshore data synchronisation
- Analysed real-time engine and voyage data to develop efficiency monitoring visuals
- Facilitated workshops with captains, engineers and operations teams to map processes and dependencies
- Supported improved inventory tracking across 150+ vessels, contributing to projected 5–8% CAPEX reduction.

Contacts

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Consulting

Stakeholder Interviews • Presentations • Design Brief • Stakeholder Mapping • Attention to Detail • Analytical Thinking • Cross-Functional Collaboration

Skills

Research & Discovery

User Journeys • Discovery Workshops • UX Audit • Heuristic Evaluation • Insight Translation • Service Mapping • User Interviews

IA & Interaction

Workflow Modelling • Interaction Design • Taxonomy Design • Dashboard Design • Navigation Restructuring

Design & Prototyping

Figma • Axure RP • Sketch • Flinto • Adobe Photoshop • Illustrator

Delivery & Collaboration

MIRO • Agile • Scrum • JIRA • Confluence • SharePoint • Zeplin

Frameworks & Front-End Alignment

Ant UI • Material UI • Kendo UI • HTML • CSS • JavaScript • JSON

Senior UX Architect

12/2017 - 04/2018

BGC Besso (via GFT) • Commercial Insurance Platform (RQB)

London, UK

Designed broker-facing experiences for a commercial vehicle insurance SaaS application, contributing to **70%** reduction in quote generation time and **50–70%** reduction in external dependency

- Reworked quote-to-policy journeys to reduce manual document generation
- Standardised forms and templates by restructuring fragmented documentation
- Translated spreadsheet-based pricing logic into structured interaction inputs and validations
- Produced annotated wireframes and prototypes aligned to user stories

Earlier Experience (selected)

Senior UX, Service Designer

01/2022 - 03/2022

Hitachi Energy 2030 Roadmap—Method/ Global Logic

London UK

Producing strategic case-studies using industry and client insight to guide future service thinking and external organisation position

- Facilitated interviews with energy industry experts to capture future facing insights
- Documented qualitative insights to guide future product opportunity areas
- Co-created visual narratives and concept sketches to illustrate product roles

Senior UI Designer

2019

EY Seren • Legal & General Retirement Website

London UK

Leading the UI design of L&G's **'Retirement Planning'** product refresh, inline with new global product rebrand strategy

- High fidelity prototypes for user testing and early stakeholder engagement
- Delivery refreshed scalable component & module system compliment 'inflight' rebrand

Senior Product Designer

05/2018 – 06/2018

Seren • Ernest & Young CSR Initiative (Global)

London, UK

Led the design to deliver a new CSR portal concept in support of EY's ongoing social impact agenda and sustainable inclusive growth initiative for EY millennial

Senior UX Designer

08/2017 - 10/2017

EY Seren Innovation Centre • Open Banking PSD2

London, UK

Designed interactive case studies exploring regulatory impact and emerging banking technologies

Senior UX Designer

02/2017 - 08/2017

EY Seren (US) • Future Of Insurance

London, UK

Collaborated producing 22 interactive future B2C case-studies, translating service research and SME scripts into AI, ChatBots, DNA Matching, and Blockchain conceptual journeys

Senior UX Designer

04/2016 – 05/2016

EY-Seren APAC • BNPP Fortis, Private Wealth Management

London, UK / Sing

Led UX for secure conferencing and scheduling app, supporting high-value client relationship management services

Senior UX Designer

2015 – 2016

Betfair Exchange Games • InPlay Live Market Graph

London UK

Led UX design for **'InPlay'** live interactive graphs experience across for 1,000s of markets

- Led live betting experience research for **Horse Racing** and **Football** exchange market graphs refresh, resulting in **20%** higher graph view to bets placed conversion
- Initiated research for 'new exchange bettors' onboarding flow, transitioning users from casual to sophisticated sports betting products

UX, Service Designer

2014

Adaptive Lab • Barclays Small-Medium Business Banking Portal

London, UK

Delivered service blueprints and onboarding workflows for business credit card portal

Design System & Delivery Experience

- Contributed reusable patterns and structured component logic aligned to enterprise design systems
- Worked within React-aligned UI frameworks (Material UI, Ant UI, Kendo UI)
- Delivered production-ready specifications and collaborated closely with engineering teams
- Maintained strong attention to responsive design, interaction clarity, and visual consistency

Education

BA Architecture • Architectural Design

University of Westminster —
London, UK

Foundation • Computing & Structural
Engineering

University of West Midlands —
Birmingham, UK