



Let's Talk.

Kingston Upon Thames
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Dedicated, empathic,
multidisciplinary Senior
Product Designer with 10+
years of experience in all
digital formats.
Excellent relationship building
and management skills.

Educations

2018

User Experience Design

General Assembly

2017

Strategic Business Planning

Victoria 147

2003 - 2007

BA Hons Graphic Design

Universidad Iberoamericana

Languages

English

Spanish

Hello. I'm Ale Ward, Product Designer.

Experience

Senior Experience Designer - Contract

Costa Coffee | UK | Aug 2021 - Present

- Led the design of the newest global-facing digital product at Costa Coffee.
- Collaborated on development and application of the rebrand on all the digital platforms (App, Express, Self Order Kiosk & Web)
- Collaborated on the develop of the new design system
- Implemented the new calorie system on the App

Senior UX/UI Designer

Phase II & SES | UK | Nov 2018 - Aug 2021.

- Ran multiple products in the Healthcare space; across news/research, data analysis products, patient & HCPs educational programs & Pharmaceutical companies.
- Overhauled the design of the premium products leading to an increase in sponsorships and user retention.

Digital Designer

LEAP - Legal Software | UK | Feb 2018 - Nov 2018.

Worked closely with the marketing manager producing online and offline material specific to the company's requirements.

Product Designer / Creative Director

A Donde Ir Con Niños.com | Mexico | 2016 -2018.

- Led the product vision and set the product direction.
- Successfully validated the idea.
- - Managed a small team. and directed the UX research, prototype, usability tests and UI design.

Senior Creative

The Wire Room | Mexico | 2012 -2016.

- Led the product vision and set the product direction.
- Concept + Idea Generation
- Catered to a range of clients in a variety of digital mediums
- Managed teams and supervised projects.