



# ALEJANDRA WARD

AI Workflows · Enterprise Systems · Complex Customer Experiences

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## PROFILE

Senior Product Designer with 15+ years' experience shaping complex digital products across AI-enabled operations, enterprise systems, and monetised customer experiences.

Specialising in ambiguous problem spaces where customer trust, business goals, operational complexity, and user behaviour intersect.

Combines strategic product thinking with strong execution and an entrepreneurial mindset built through founding and scaling digital products and consumer brands from 0 → 1.

## CORE STRENGTHS

Product Strategy & Direction · AI-Assisted Workflows · Enterprise Systems · Navigating Ambiguity · Customer Trust & Behaviour · Cross-Functional Leadership · Operational Efficiency · 0→1 Product Development

## SELECTED IMPACT

- Delivered **~£1m annual operational value** through AI-assisted call summarisation
- Released **~100 agent hours daily** by designing human-in-the-loop AI workflows
- Contributed to platform consolidation delivering **£425k** annual savings
- Delivered **+12% acquisition, +14% registrations, and +20% engagement**
- Improved enterprise sponsorships by **35%**
- Built and scaled a platform to **50,000+ monthly users** in <12 months.

## EXPERIENCE

Aug 2022 – Present

**TESCO**

### Senior Product Designer — Tesco

Led product design across AI-assisted workflows, enterprise systems, and commercial customer experiences within Tesco's app and web ecosystem.

- Led UX for an AI-assisted call summarisation product within OneCEC (~4 million calls annually), **reducing post-call wrap-up by ~70 seconds per interaction, releasing ~100 agent hours daily, and delivering ~£1m annual operational value**
- Designed for a core AI product challenge: introducing AI-generated outputs into live operational workflows while preserving human oversight and data quality through human-in-the-loop review patterns
- Led redesign of a legacy CSM management system for 22 million Clubcard users, consolidating 4 fragmented systems into a single unified platform, reducing cognitive load and task completion time
- Led design across a multidisciplinary team of 30+ from discovery through delivery, contributing to **~£425k in annual platform savings**
- Defined how commercial capabilities, video advertising, sponsored formats, shoppable media, integrate into core shopping journeys without disrupting customer trust
- Acted as a strategic design partner across Product, Engineering, Data Science, and Commercial teams while mentoring junior designers through critique, problem framing, and day-to-day guidance

Aug 2021 – Jun 2022



### Senior Product Designer (Contract) — Costa Coffee

Owned product design across mobile app and in-store digital experiences across multiple international markets.

- Designed a gamification experience for the Costa app driving **+12% new user acquisition, +14% registrations, and +20% engagement**
- Led UX for a global self-order kiosk — from competitive research and multilingual access through to usability testing and rebrand alignment
- Navigated regulatory and technical constraints to deliver a compliant calorie counter for iOS and Android, balancing legal requirements with user needs
- Established scalable design standards across multiple markets

Nov 2018 – Aug 2021



### Product Designer (Permanent) — Phase II & SES

- Led end-to-end design of a scalable medical education platform deployed across 8+ therapy area products (Lymphoma, AML, Lupus, Multiple Myeloma and more), sponsored by Bristol Myers Squibb, Roche, AbbVie and Pfizer
- Conducted patient research to design patient-facing awareness platforms (Know AML, Know ALL), balancing health literacy, emotional sensitivity, and clinical accuracy across distinct user needs
- Built the design system and component library enabling consistent deployment across all platform instances, with developer documentation to streamline handoff
- Drove **3x increase in user acquisition and retention** and a **35% increase in enterprise sponsorships**

## ENTREPRENEURIAL EXPERIENCE

2016 – 2018



### Founder & Product Designer — A Donde Ir Con Niños

Built a family leisure discovery platform from 0→1, growing to **50,000+ monthly users** through organic distribution and translating user demand into a scalable product MVP.

2012 – 2018



### Founder & Designer — Taco Toons

Built and scaled a consumer product brand from concept to multi-location retail distribution across major airports in Mexico, covering product design, manufacturing, logistics, and retail partnerships.

## EARLIER EXPERIENCE

2008 – 2016



**Product / Digital Designer — Freelance + Agency** Delivered digital products across multiple industries including LEAP Legal Software and The Wire Room.

## EDUCATION

**BA Hons Graphic Design**, Universidad Iberoamericana (2003 – 2007)  
**User Experience Design**, General Assembly (2018)  
**Strategic Business Planning**, Victoria 147 (2017)

## TOOLS

Figma, Miro, Jira, Adobe Creative Suite, Hotjar, UserTesting, AI tools (Claude, Microsoft Copilot, ChatGPT)

## LANGUAGES

Spanish, English