

Paul Thethi

Freelance Product Designer (UX & Strategy)
London and Remote

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Lead, coach and deliver

Freelance Product Designer (UX & Strategy.) My mission is to help clients propel their business by utilising design thinking to achieve successful outcomes.

Over the last 20 years I've worked with multiple large clients and leading agencies, including 3 years at ustwo London. I've led UX on large scale projects like Barclays Mobile Banking (iOS App.) More recently, I've worked with start-ups on innovative digital products, covering ed-tech, healthcare recruitment and telcos. Recently I've been working in a design partnership with a fellow freelance Product Designer (UI) to offer the full spectrum of design services - from ideation, to designing features and design systems.

Able to lead and collaborate at any point of the lifecycle, from the early stages of vision, discovery or help to design valuable product features to market. I drive success through quick learning, pushing the right approach, synthesising data and prioritising scope around customer and business value. Not afraid to politely challenge, lead or pivot projects that are on course to fail.

Summary of key strengths

- Thinker (strategy) and doer (hands on).
- Customer profiling using empathy mapping.
- Define and prioritise key problem statements to solve.
- Qualitative and quantitative insight analysis.
- Pragmatic use of different methodologies.
- Coach team including other cross disciplines.
- Collaborate with business stakeholders and tech reps.
- Shape, define and manage product feature roadmaps.
- Strong communicator, presenter and well-organised.
- Facilitates workshops, meetings and design collaborations.
- Part of design collective with another freelancer.
- Fully set up to work remotely with home studio.

UX and product skills

- Information Architecture and interaction design.
 - User research and synthesis.
 - Experience/journey mapping.
 - Ideation and co-creation.
 - Sketching, wireframing and prototyping.
 - Design systems.
 - Figma, Mural, Miro, Sketch and Axure.
 - Kanban and Agile tools (Trello, Jira, Notion..).
 - Value proposition design.
 - Feature definition/product roadmaps/MVP.
 - Create and manage user stories.
 - Prioritise scope and work.
 - Lead, coach and motivate.
 - Strong communicator.
 - Methodical and well-organised.
 - Decisive decision maker.
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Freelance Experience

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2020– Present

Working in partnership with fellow freelance Product Designer (UI) specialising in:

- Product vision and strategy.
- Scalable design systems.
- UX design audits.
- Application of lean UX and design.
- Designing for in flight features.
- Design QA and dev support.

Multiple Clients:

- Apploi - USA Healthcare Recruitment All-in-One Platform.
- HollaTags & Lavatel - International Telcos. Omni-channel Messaging & Cloud Based Phone Platforms.
- Ed-Tech: Upskill Me, ProjectSet, Debate Mate Online & East Learning. During the pandemic period we helped these start-ups succeed in their mission to accelerate their remote service offering and go purely digital.

2005–2020

Highlights:

- Karmarama, 2019-20. Led proposition validation testing for Coutts bank aimed at the affluent customer.
- Globant, 2018. Led the UX for the Reed Digital Ventures proposition for the tech market for freelancer and recruiters. Defined the Minimal Loveable Product for beta release.
- Post Office, 2016-2018. Drove UX initiatives to make measurable positive impacts on data sales (10-20%) and embed design thinking within the digital team.
- ustwo, 2013-2015. Led the UX on the Barclays IOS App team. Lead multiple significant projects that significantly evolved adoption and usage of their apps.
- Digitas Lbi, 2006 - 2011. Lead UX on several large Lloyds Bank projects including: Internet banking redesign (Personal and Business), Money Manager (spending analysis tool) and UX dev support for 5 build releases (including mobile banking).

Freelance UX contracts:

- Karmarama, 2019-2020
- Wellcome Trust, 2019
- TMW Unlimited, 2018-19
- Globant, 2018
- Softwire, 2018
- Post Office, 2016-18
- Ustwo, 2013-2015
- Langland, 2012-13
- Wieden + Kennedy, 2011-12
- Lloyds Bank, 2010
- LBi (Digitas), 2006-12
- Profero, 2009
- AMV BBDO, 2008-09
- Instinct Studios, 2006-08

1998–2006 • Permanent

- K-fusion, Web design. 2005-2006. User Experience.
- Lloyds Bank, IT. 1998-2005. User Experience.

Education & work experience

- Lloyds Bank, IT. 1996-1997. Industrial placement.
- Surrey University, 1994-1998. :2:1 Economics BSc (Hons.)