

# NUNO MIGUEL VIEGAS

Product and Design Leader | Hands-on Design Research, Product Strategy and Management

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## Profile

Design and product leader with 14 years experience shaping digital products for financial services, telecoms and B2B SaaS, from early discovery through to launch and optimization. Known for turning vague problems into measurable outcomes—from increasing Vodafone Business UK leads by 3000% to lifting BT conversion by 12% and cutting drop-off by 40%. I specialize in leading cross-functional teams through continuous discovery, experimentation and delivery, and in building design systems that actually get adopted across squads, not just documented. Now looking to apply this mix of hands-on craft, strategic thinking and team leadership in a Head/Lead Product Design role where design is central to how the business grows, not an afterthought.

## Professional experience

### Head of Design and Research - CINCH - Remote | Sep 2025 - Nov 2025

*Short tenure due to role being moved to onsite in UK*

- Worked as an IC Designer as well as Project manager to ensure the delivery the New Car project top priority which was running behind schedule and over budget.
- Lead a multidisciplinary team of 8 designers across Portugal and the UK.
- Defined standards of working and best practices across projects.
- Project management, resourcing, and designer allocation for multiple projects
- Mentored, coached, and managed designers to support growth and performance.
- Provided quality assurance and design direction for all deliverables.

### Lead UX and Product Designer - Taskize, an Euroclear Company - Remote | Apr 2022 - Jul 2025

- Led the full redesign of Taskize's core application, driving digital transformation from the ground up.
- Established user-centered discovery practices to inform product direction and strategic decisions.
- Designed a 'vision prototype' leveraged in client demos to drive sales based on roadmap value.
- Built and scaled a comprehensive design system for multiple brands, improving consistency and accessibility.
- Embedded user research within agile squads alongside product, development, and customer success teams.
- Advocated for design maturity, best practices, and measurable outcomes across the company.

### Freelance Lead UX and Product Designer - Various Clients - Remote | May 2021 - Apr 2022

- Led UX and UI design for Quara Finance and Wasalt Real Estate across responsive web and mobile (iOS & Android).
- Applied human-centered design methodologies to improve engagement, usability, and satisfaction.
- Created foundational design libraries that evolved into scalable design systems.
- Streamlined stakeholder feedback processes to shorten delivery cycles and reduce rework.

### UX Chapter Lead and Lead Product Designer - Santander - Portugal | Feb 2019 - Apr 2021

- Headed the UX chapter, embedding user-centered thinking across the full product lifecycle.

## Main Achievements

- Delivered vision prototypes at Taskize that directly influenced platform sales.
- Increased BT product flow conversion by 12% and reduced drop-off by 40%.
- Generated a 3000% increase in leads for Vodafone Business UK.
- Reduced Vodafone corporate website bounce rate by 65%.
- Scaled Santander's design team from 6 to 25 in 18 months.
- Won multiple international UX and interface design awards.
- Designed product strategy for Lloyd's Register that led to £1.5M in consulting fees.

## Core skills

- Product Strategy, Vision, Discovery & User Research
- Human-Centered Design
- Service Design
- UX/UI & Interaction Design
- Design Systems
- Information Architecture
- Agile & Scrum Practices
- Product Management
- Prompt Engineering and AI
- UML

## Software Skills

- Figma
- FigJam
- Axure
- ProtoPie
- Sketch
- Useberry
- Maze
- Miro

## Languages

- Portuguese (Native)
- English (Fluent, Business-level)

- Scaled the team from 6 visual designers to a multidisciplinary team of 25.
- Oversaw 40+ digital initiatives across web and mobile platforms.
- Implemented a unified design system across multiple digital touch-points.
- Led the redesign of Santander's digital onboarding journey, significantly improving conversion.
- Drove design of the flagship 'My Santander' mobile app (iOS & Android) for the Portuguese market.

#### **Lead Product Design - Refinitiv Labs - Singapore | Sep 2018 - Feb 2019**

- Designed a \$100M revenue-generating feature for World-Check.
- Conducted user and market research to support new data visualization tools.

#### **Freelance Lead UX Designer - Various Clients - UK | May 2017 - May 2018**

- Redesigned information architecture and UX for the MyRefinitiv app.
- Delivered 'vision prototypes' for new product features to guide agile delivery teams.
- Contributed to scaling the internal design team from 2 to 18 in 12 months.
- Led design system development and implementation for MyRefinitiv.
- Designed the price update flow for BT to improve usability and completion rates.

#### **Lead Digital Consultant / Product & UX Designer - BAE Systems - UK | May 2015 - May 2017**

- Led digital strategy, user research, UX, and UI for clients including Lloyd's Register and Vodafone.
- Co-authored an internal Human-Centered Design training course.
- Managed recruitment, onboarding, and mentoring of design professionals.

#### **Digital Consultant / Product & UX Designer - BAE Systems - UK | May 2012 - May 2015**

- Led UX work-streams for major transformation projects at EE, Vodafone, and Yotel.
- Achieved a 3000% increase in lead generation for Vodafone Business UK.
- Delivered personas, user journeys, and scalable design systems to support product teams.

#### **User Experience & Information Architect - British Telecom - UK | Jan 2011 - Mar 2012**

- Improved product flow conversion by 12% and reduced drop-off by 40%.
- Redesigned My BT and internal support platforms to simplify complex journeys.
- Led UX overhaul of parental control tools for improved accessibility.

#### **Teaching Experience**

##### **UX/UI and AI for UX Tutor - EDIT - Disruptive Education - Portugal | Jan 2025 - Present**

- Develop and deliver modules on AI for UX, journey mapping, ideation, interaction design, mobile app design, responsive grids, design systems, UX writing, and microcopy.
- Mentor cohorts of ~15 students, supporting their projects and professional growth.

##### **UX/UI Lead Tutor - General Assembly - Singapore | May 2018 - Sep 2018**

- Delivered UX and UI curriculum across research, interaction design, prototyping, and usability testing.
- Mentored students through end-to-end digital product case studies.

#### **Soft Skills**

- Creative & Critical Thinking
- Leadership & Mentoring
- Communication & Collaboration
- Resilience & Adaptability

#### **Education**

##### **MA Interactive Media - University of the Arts London - SEP 2009 - SEP 2010**

Focus: UX research, usability testing, information architecture, project management, and interaction design

##### **BA Digital Media Production University of the Arts London SEP 2006 - JUN 2009**

Focus: Market research, web development, graphic and interaction design

#### **Certifications**

- Business Innovation Certificate – IDEO U (Aug–Dec 2024)
- Designing Strategy – IDEO U (Jul–Sep 2024)
- Designing a Business – IDEO U (Sep–Dec 2024)
- Certified Scrum Product Owner – Scrum Alliance (Jul 2023)
- Agile Project Management – PMI (Jul 2021)

#### **Awards**

- International Business Awards (Jun 2018) – Best User Experience; Best Home Page; Best UI; Best IT Team of the Year.
- International Business Awards (Jun 2019) – IT Project of the Year; Best Home Page; Best Interface Design.
- Customer Experience Awards (Jun 2019) – Gold: Best International Business Experience; Silver: Engaging the Customer Online.

*References available on request.*