Alex Nogues

Product and Service Designer

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I specialise in turning design teams into strategic partners to product.
Design strategy delivers meaningful change by aligning capability and innovation, managing risk, and turning behavioural insights into business impact.

Summary

DIGITAL EXPERIENCE

- +10 years in digital design.
- Systems Thinking: business strategy, culture and context and design as key drivers of risk & value.
- Accessibility standards and frontend principles.

BACKGROUND

- MA (Marketing) and MFA (Design).
- Certificates in UX & UCD.
- Qualitative and quantitative research.
- Experience with GDS (Public sector).
- Strategic innovation, service design.

LANGUAGES

- Fluent English & Spanish.
- Intermediate French.

Work experience

Currently doing:

I am the **Lead Product Designer** at Nitsnets/Small, in London (remote), since January 2024.

> End-to-end ownership of product design and customer journey. I lead through strategy, research and POCs for user testing to the transition into the production stage (handoff and QA). I improve processes in order to mature design practices, getting buy-in and helping product move faster while improving user experience.

Also getting my **Professional Certificate in Strategic Foresight and Scenario Planning**

> London School of Business and Administration. Completing at the end of 2025.

Previous:

Senior UX Designer at Digirati, London.

September 2022 - November 2023

> User research and concept prototyping for various cultural heritage institutions such as The Getty Foundation, The Library of Congress, University of Ghent, etc. Development of in-house products running on IIIF technology (Madoc and Manifest Editor).

Senior UX and Service Designer at Somo Global (now CI&T), London.

August 2021 - September 2022

> I co-created and documented the design system (with a focus on consistency, scalability and actionable data) for European professional investors at Vanguard, and led a research an innovation project on process optimisation at Janus Henderson Investors.

Senior UX and Service Consultant at Sopra Steria, Edinburgh.

April 2019 - July 2021

> Senior Consultant across different Service Design, Digital Transformation and Usability projects for the Scottish and British Governments as well as other public institutions. I delivered compliant and accessible user-centered solutions within the GDS standards, managed stakeholders and leveraged multi-disciplinary collaboration across departments.

Visiting Lecturer at University of Edinburgh.

2018 - 2019

> I taught several lectures and workshops on Research Poster Design for PhD, Masters students and undergrad students.

Senior UX Designer at SolarWinds MSP (now N-able), Edinburgh.

September 2018 - January 2019 ↓

Dashboard design and data visualisation of complex monitoring solution. My work was to improve reporting, enhance usability and explore usage patterns with Data Scientists to forecast events.

UX Designer at Nitsnets, Spain.
July 2017 - September 2018
Prototyping, research and visual design for e-commerce sites, B2B platforms and SaaS applications.

Senior Project Manager at Winning Moves UK Ltd, London.
June 2016 - June 2017
Budgeting, logistics, communication and cross-functional collaboration with Development, Sales and Production. Shipped projects effectively throughout the supply chain adhering to the specified lead times from concept design to in-store delivery.

Product Development Manager at Winning Moves UK Ltd, London.
May 2013 - June 2016
Art Direction, concept development, content research and copy writing. Co-leading the design team, delivering artwork for clients like Disney, Warner Bros, Nickelodeon, Cartoon Network, Marvel, LucasFilms, DC and many others.

Business Analyst at Everis IT Consulting Services, Madrid.
May 2010 - March 2013
I led the scoping (requirements, budgeting and planning) of a new SaaS solution for the Spanish National Credit Institution (ICO).

Project Manager at CesserDigital, Barcelona / Valencia.
September 2007 - May 2010
Scoping, planning and impact reporting. Client liaison and stakeholder management.

Project Assistant at New Zealand Trade & Enterprise, Valencia.
April 2007 - July 2007 - As part of the Corporate hosting programme during the America's Cup.

Education

- 2016-2017 **Professional certifications** in User Experience Design and User Centred Design

  Georgia Tech and UC San Diego.
- 2006-2007 **Master's Degree**, MA Marketing Management

  ESIC Business & Marketing School (Valencia, Spain).
- 1999 - 2006 **Master's Degree**, MFA Fine Arts. Communication & Design

  Universidad Politécnica de Valencia (Spain).

Skills

Information Architecture, Information Security, Product Design, Business objectives, Business goals, Copywriting, Cross functional, Cross-functional, Communication skills, Documentation, People management, Problem-solving, ISO, ISO standards, Visual design, Stakeholder Management, Prototypes, Typography, Attention to detail, Decision making, Business Alignment, Collaboration, Analytics, Accessibility, Accessibility Standards, Web Accessibility, Strategy, collaboration, UX, UI, UX/UI, UI Design, Service Design, User Journey, Service Blueprint, Component libraries, Design System, Design Systems, Digital Products, Project Management, Project Ownership, back-end, front-end, Backend, Frontend, User Research, Strategic Research, Digital Products, Product Ecosystem, Communication skills, Digital Transformation, User feedback, Mockups, Wireframes, Design Patterns, Rapid Prototyping, Risk management, Compliance, Problem-solving, Product features, Mobile app, Desktop app, Responsive, Constructive feedback, Product Lifecycle, User empathy, Interpersonal skills, Dashboards, Data visualisation, User-centered design, Responsive Design, Value proposition, Business strategy, Customer needs, User needs.
Finance, fintech, e-commerce, Government, Public Sector, GDS, publishing, academia, teaching, CRM, B2B, B2C, D2C, SaaS, Miro, Asana, Agile, Figma, Penpot, Scrum, Kanban, Jira, Confluence, Notion, Enterprise software, Ticketing, Adobe XD, Axure, Adobe, OptimalWorkshop, Maze, Decibel, UserZoom, HotJar, Google Analytics, Mural, Zoom, Office 365, Google Suite, Teams, Slack, Storybook, Workflow, Hybrid, Remote, On site.