

EMMANUEL OGABI

Product Design Leader | UX/UI | Design Systems | AI-Powered Products | B2B & Consumer Tech
+447308887206 | emmanuelogabi@gmail.com | [linkedin.com/in/emmanuelogabi](https://www.linkedin.com/in/emmanuelogabi) | [Portfolio](#)

PROFILE

Product Design Leader with 15 years' experience spanning B2B SaaS, fintech, and consumer tech across startups, scale-ups, and FTSE 100 organisations. Award-winning background as a Creative Director, now focused on **simplifying complex products, driving adoption, and shipping insight-led digital experiences at scale**. Currently at WGSN, leading design for AI-powered products and evolving the global design system for enterprise users. Known for building high-performing teams, raising design maturity, and turning ambiguity into commercial outcomes.

EXPERIENCE

WGSN – Senior Product Designer | Oct 2024 – Present

Global B2B SaaS platform providing end-to-end technology for enterprise retailers

- Lead design team across AI-powered product portfolio, driving strategic vision and execution for enterprise-scale platforms
- Drove 1,000%+ increase in AI search footprint by leading the design and integration of Pulse AI into the WGSN platform, expanding engagement and unlocking new revenue streams.
- Led the end-to-end design of WGSN's Trend Database, shifting the company from editorial-led insight delivery to a structured, data-driven platform and driving 400% uplift in user engagement.
- Reduced user time-to-decision by 75% through design of WGSN's assortment-building tool, replacing legacy spreadsheet workflows with a dynamic, data-rich dashboard experience.
- Drove 35% uplift in user retention through continuous research, prototyping, and usability testing across the product portfolio.
- Evolved our design workflow by using AI prototyping tools like Figma Make and Claude Code to accelerate user testing and design validation.

Shape History – UX/UI Design Director | Feb 2023 – Sep 2024

Providing digital transformation for global b2b and b2c brands

- Drove 60% revenue growth through pitching and winning new client projects, demonstrating commercial ownership beyond design execution.
- Led end-to-end digital transformation projects, aligning design strategy with client KPIs through close collaboration with cross-functional teams of developers, researchers, and strategists, emphasising teamwork and shared success.
- Transformed ResponsibleSteel's digital platform, increasing stakeholder engagement by 40% with a research-driven, accessible design approach.
- Designed and facilitated a design thinking workshop for The Lancet Countdown, delivering a scalable, CMS-driven platform built on a reusable component system.
- Championed accessibility and inclusive design standards studio-wide through workshops, retros, and structured knowledge-sharing.

Nortal – Product Design Lead | Jan 2022 – Jan 2023

Shaped digital platforms for governments, healthcare providers, and Fortune 500 enterprises.

- Led and mentored a team of high-performing UX/UI designers across the USA, EMEA, and the UAE, delivering solutions for legacy businesses in the health, finance and public sectors.
- Led the 0 - 1 design of Treuwelt Sparkasse's loyalty app from product vision through to launch, driving 65% growth in new customer acquisition.
- Designed and digitised Daman's national health insurance workflow, automating 80% of processes and reducing customer service workload by 33%.
- Built and maintained design systems across Estonian government digital products, standardising components to accelerate delivery.

- Partnered with the Head of Product and Customer Experience to embed design influence across Nortal's technology portfolio, establishing design standards across cross-functional teams.
- Scaled Nortal's design team from 6 to 11 designers across Canada and the USA, strengthening global capability and alignment.

TSB Bank – Senior UX/UI Designer | Mar 2021 – Jan 2022

Contributed to TSB's shift from traditional bank to digital-first brand as part of the in-house design team, shaping the mobile banking app and key customer-facing experiences.

- Designed user flows, wireframes, and prototypes for key mobile banking features — increasing onboarding completion by 40% and reducing support calls and complaints.
- Drove 5% MAU growth and 40% reduction in in-branch visits through usability, A/B, and qualitative testing programmes across the UK.
- Built and maintained TSB's design system, ensuring consistency and best practices across all digital touchpoints.

We Are Sharpend – Product Design Lead | (Contract) Aug 2020 – Feb 2021

Shaped digital experiences for global B2C brands across [sectors if you want to add — e.g. retail, FMCG, hospitality].

- Led end-to-end UX/UI design for PepsiCo's AR mobile experience, delivering an immersive consumer product for a major 2021 brand launch.
- Validated design concepts through user research and iterative testing

Spoke World – Product Design Lead | (Contract) Jan 2020 – Sep 2020

Scaled the design function of a VC-backed mental health app

- Built Spoke from 0-1, a VC-backed mental health app exploring music and mindfulness, delivering on iOS and Android and winning Music & Voice Led Therapy Audio App of the Year at SXSW 2024.
- Led end-to-end creative and product design, crafting the brand identity, visual language system, and UI, ensuring a cohesive experience from brand to product.
- Conducted user research and testing sessions to validate design decisions across mental health and mindfulness use cases, directly informing feature development.

The DOTS – Senior UX/UI Designer | (Contract) Mar 2019 – Nov 2019

Established the end-to-end product specification process and design system for a professional creative networking app, ensuring consistent visual language across the platform.

- Led UX delivery across cross-functional teams, developing user flows, wireframes, prototypes, and high-fidelity mockups from brief to implementation.

DDB – Art Director & Creative Director | Feb 2012 – Dec 2018

- Delivered award-winning campaigns for MTN, Martell, MoneyGram, and Absolut — recognised at the Laif, Dubai Lynx, and Cristal Awards.
- Won Young Lions Creative Award in Africa; back-to-back Cannes Young Lions shortlistings in 2013 and 2015.

FCB – Art Director | 2008 – 2012

SKILLS

AI Tools: Claude Code, Figma Make, Cursor, Higgsfield AI

Design Tools: Figma, Miro, After Effects, Illustrator, Photoshop, Premiere Pro

Collaboration & Analytics: Asana, Amplitude, Slack, Jira

Design Leadership: Design systems, component libraries, design operations, persona development, design strategy, team scaling

UX Methods: User research, A/B testing, usability testing, information architecture, interaction design, wireframing, user journey mapping, prototyping

Domain Expertise: B2B SaaS, Consumer tech, AI-powered products, enterprise design, fintech, accessibility standards, Agile methodologies