

Filsan Adan

PRODUCT & SERVICE DESIGNER | London, UK

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PROFILE

Product & Service Designer with 4+ years' experience designing complex B2C and B2B products across fintech, health tech and AI-powered wearables. I focus on making complicated systems easier to use by balancing user needs, business goals and operational constraints, grounded in co-design research and inclusive design practice.

EXPERIENCE

Service Designer | CrossSense | Mar 2026 - Aug 2026

AI-powered assistive smart glasses for people with early-stage dementia, launching 2027.

- Led co-design research across two separately funded research streams: a feasibility study across Sheffield and Ipswich (8 participants, 3 sessions) and a study with 7 participants living with ADHD and depression in Nottingham.
- Converted qualitative insights into design recommendations, then translated these into wireframes and high-fidelity prototypes used directly within the community.
- Authored the accessibility design policy (WCAG 2.2 AA, COGA) governing product and content design.
- Owned scheduling and workshop delivery, and onboarded and directed a contractor to maintain continuity while the line manager was on leave.

Product Designer | Prolific | Feb 2023 - Aug 2025

Fintech platform operating in a regulated environment with multiple internal teams and external integrations.

- Led end-to-end service design across complex user journeys, including API integrations, financial workflows, compliance processes and internal operations.
- Created current- and future-state service blueprints to identify pain points across frontstage and backstage processes, improving data accuracy and reducing operational friction by 25%.
- Redesigned the rewards cash-out service, balancing regulatory constraints with user needs, resulting in a +0.4 CSAT increase.
- Worked closely with researchers, data scientists and engineers to synthesise qualitative insights and quantitative data to prioritise service improvements.
- Facilitated cross-functional workshops to build shared understanding of service problems and enable design-led decision making.

- Played a key role in shaping the design function by hiring and mentoring designers, contributing to ways of working and leading design initiatives across the organisation.

Product Designer | Seccl | Sept 2021 - Feb 2023

Fintech platform supporting investment services with regulatory and operational complexity.

- Delivered user-centred design across **multi-channel service journeys** spanning client onboarding, investment management and operational support.
- Led user research and usability testing with clients and external users, using evidence to inform service and product decisions.
- Built and maintained a scalable design system to support consistent service delivery across teams.
- Facilitated workshops with product and engineering teams to align on shared service challenges and opportunities.

Lead Designer & Volunteer | Somalis in Tech

A social enterprise with a powerful mission - to empower and elevate the global Somali community within the ever-evolving world of technology.

- Led the design and launch of a community service supporting 1,000+ members, improving access to mentorship and professional development.
- Designed service flows and facilitated collaboration across a volunteer team, enabling 400+ mentorship matches within the first year.

KEY SKILLS

- End-to-end service design across complex user journeys
- Service blueprinting, journey mapping and systems thinking
- Evidence-based, data-led design (qualitative and quantitative)
- Inclusive and accessible design (WCAG standards)
- Designing and facilitating cross-functional workshops
- Stakeholder engagement across delivery and senior levels
- Agile delivery within multidisciplinary teams

Fintech UX • AI-Powered Interfaces • Data Visualisation • User Research • Usability Testing • Prototyping (Figma, FigJam, Protopie) • Accessibility (WCAG) • Agile Collaboration • API Design • Automation Workflows • Adobe Creative Cloud

EDUCATION

BA Creative Media Design, University of the West of England, Bristol