

Anthony Zagariko

Multidisciplinary Design Leader

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Summary

I am a design leader with a passion for accessibility, inclusivity, and storytelling. With 16+ years in product design, design systems, and motion design, I bring a multidisciplinary approach that balances business goals with the needs of real people.

I love to take a messy, complicated problem, find the answer, and explain it in a way that anyone can understand. More recently, I have been exploring where AI offers value within the design process, especially in ideation, conceptual, and design-to-dev handovers.

I'm currently open to design roles in London or remote. That could be leading a team as a Lead or Director, or driving the craft hands-on as a Principal or Staff designer.

Let's build some brilliant digital experiences together ✨

Recent work experience

Associate Design Director @ TCS Interactive (formerly W12)

Jul 2021 — Present

- Lead end-to-end design projects across multiple clients, taking design teams from discovery through to dev handover and stewardship.
- Established accessibility as a standalone offering, building it into a formal, scalable practice through training and auditing.
- Line-manage 6 designers across client, craft, and culture.
- Write and speak on design, internally and externally, including articles on accessibility, inclusive design, and emerging technology.
- Defined where AI adds genuine value across the design process, including early-stage conceptual and design-to-dev handovers, giving the wider team practical guidance on its best use.
- Build trusted client relationships and lead new-business pitches, contributing to 3 account extensions and 5 new account wins.

Visual Design Lead @ Tangity

Oct 2020 — July 2021

- Led visual design across 2 public-sector clients within large, agile teams.
- Championed motion as a new craft, supporting 3 new motion designers.
- Contributed to mental-health and LGBTQ+ wellbeing initiatives.

Design Lead @ Fjord (now Accenture Song)

Jun 2015 — Oct 2020

- Progressed from Midweight Visual Designer to Design Lead.
- Led multidisciplinary design teams across North Star visions and end-to-end delivery.
- Established motion as a new craft, facilitating training for 8 designers.
- Provided direct line management to 3 junior designers.
- Shaped studio culture and global brand values, established a Mental Health First Aid system, and was elected to the Employee Consultation Forum during a major company-wide restructure.

At a glance

Skills

Product Design (UI & UX)
Accessibility (WCAG 2.1 AA)
AI-assisted workflows
Design leadership
Design systems
Mentoring & line management
Motion design
Prototyping
Stakeholder management
Team culture & wellbeing
Workshop facilitation

Tools

Figma (inc. Figma Make)
After Effects & Premiere
Claude & ChatGPT
Final Cut
Framer
Illustrator
InDesign
Keynote & Office

Notable clients

Bridgestone
HSBC
Kingfisher
Nest
NHS
Nielsen
RBS
Sky
Stonewall
Virgin Atlantic

Education

Graphic Design & Illustration
Bachelor of Design, Ulster Uni

Multimedia Game Design
National Diploma, Belfast Met

LinkedIn

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