

[SeamlessUX.co.uk](https://seamlessux.co.uk)
LinkedIn: [Rytis Derzinauskas](#)
derzinauskas.rytis@gmail.com
+44 7493 89 1950

Senior Product/UX designer with 5+ years of experience, designing AI-powered experiences that make complex services feel simple.

UK settled status – no visa sponsorship required. Full UK driving licence.

Areas of expertise: End-to-end product and service design; conversational and agentic AI experiences; design systems; multi-modal chatbot design; user research and usability testing; journey mapping and service blueprints; prototyping, including vibe coding with AI tools; workshop facilitation with senior stakeholders; close collaboration with engineering, backed by a computer science background

Work Experience

UX Designer & Researcher / SSE plc

July 2023 – present

Case studies: [SeamlessUX.co.uk](https://seamlessux.co.uk)

- Reduced account portal onboarding from 4 days to under 15 minutes and support workload by 40% by leading the end-to-end redesign: user research, AS-IS journey mapping, a future state co-designed with product, operations and engineering, and validation through prototyping and user testing.
- Reduced half-hourly data support contacts by 35% by designing a self-serve feature in the account portal, letting customers download their data in a few clicks and use AI to understand patterns in their consumption.
- Shaped how customers experience AI by designing conversation flows, tone of voice, error states and clear routes to a human, so SSE's chatbot felt helpful and trustworthy in a regulated environment.
- Designed AI support within the meter reading journey, helping customers understand when to submit a reading and guiding them through it, reducing the need to contact support.
- Led a team of designers in mapping SSE's highest-complaint journeys (refunds, change of tenancy, complex rebilling and metering), creating standardised templates and service blueprints that aligned stakeholders on opportunities, performance metrics and customer effort scores.
- Improved service adoption by 25% and CSAT by 18% through iterative redesign of key customer journeys, grounded in both qualitative research and quantitative analytics.
- Increased efficiency across design and engineering by building SSE's design system, creating reusable components, variables and design tokens that improved consistency and sped up collaboration.

Software Engineer / NCR Atleos

June 2021 – July 2023

- Delivered RESTful APIs and front-end features with product, QA and engineering in an Agile team.
- Improved terminal manager reliability and reduced production bugs using Java Spring, Angular, and robust unit/integration testing.

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AI Projects

Agentic browser assistant / Agentic AI

- Designed and built an agent that completes web tasks for a user with LangGraph, adding checkpoints so the user approves key actions before the agent takes them.

Multi-modal support agent / Conversational AI

- Designed and built my own customer support agent that handles text, voice and images with function calling, and used it to explore conversation design and escalation to a human.

Courses & Certifications

AI Engineer Core Track: LLM Engineering, RAG, QLoRA, Agents / Udemy
Issued Sep 2026

AI Engineer Agentic Track: The Complete Agent & MCP Course / Udemy
Issued Sep 2026

AI Coder: Complete Claude Code & Coding Agents Course / Udemy
Issued Aug 2026

ICAgile Certified Professional: Agile Product Ownership and Agile Team Facilitation / ICAgile
Issued in 2024 & 2025

Education

BSc Computer Science / Cardiff University
September 2019 – July 2022

Courses: Human–Computer Interaction, Business Management, Design Thinking and Prototyping for User Experience, Object Oriented Programming (Java).

Skills

Tools Figma, FigJam Adobe Creative Suite Miro Google Analytics Storybook	Design Prototyping Service Design Storyboarding Interaction Design Info Architecture	Programming Java, Spring Boot HTML, CSS JavaScript Git Angular, React
Research Qualitative Research Quantitative Analysis User Interviews Usability Testing Journey Mapping Service Blueprints Research Planning Workshop Facilitation	AI Design Claude, ChatGPT, Gemini Human-in-the-loop Design Conversation Design Agentic UX Vibe Coding Claude Code & Cursor Prompt Design LangGraph	