

# Suraj Soren

## Design resumé

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### Address

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### Education

### About me

Award-winning design leader with expertise in product strategy, behavioral design, and agile development. Currently leading multidisciplinary teams at BT Business, I drive innovative, high-impact digital experiences. I specialise in systems-level solutions, advancing design maturity, and aligning customer needs with business goals. Seeking to shape the future of tech through strategic, user-focused design leadership.

#### Linkedin 2024

Accessibility-First Design, Be a Better Manager by Motivating Your Team, Persuasive Coaching

#### BT Group 2024

Tom Greever - Articulating Design Decisions, Stakeholder Management Training

#### Atlassian 2023

Jira Fundamentals

#### Northumbria University 2014 to 2018

BA(Hons) in Design for Industry (1:1)  
Ranked top of class. One of the UK's most established design courses. Team Northumbria Elite Scholar

#### Beckfoot Grammar School 2007 to 2014

3 A Levels in Psychology (A\*), Product Design (A) and Music (A), AS Level in Physics (C). 12 GCSEs (A\*-A)

### Top Skills & Tools

**Product Design Leadership:** Advanced expertise in design research, product strategy, and continuous discovery practices.

**Prototyping & Design Systems:** Skilled in Figma UI, high-fidelity prototyping, and crafting scalable design systems.

**Systems Thinking:** Experienced in solving complex, interconnected design challenges with an accessible-first approach.

**Collaboration & Facilitation:** Proficient in stakeholder management, workshop facilitation, and relationship building to align cross-functional teams.

**User-Centered Practices:** Deep experience in UX mapping, user testing, and integrating insights into actionable design outcomes.

**Agile Delivery:** Adept at working within Agile and Scrum frameworks to deliver high-quality, innovative products.

**Team Development:** Strong track record in mentoring, people management, and fostering design maturity.

**Influence & Communication:** Experienced in event hosting, floorwalk presentations, and driving engagement across organizational levels.

### Experience

#### 2024 to Present

BT Business

Lead Designer

Birmingham, UK

**Driving Business Outcomes:** Achieved a 260% increase in conversions by designing a personalised recommendation platform for BT Business customers, transforming SME broadband experiences.

**Strategic Roadmapping:** Led product roadmapping using Product Board, aligning quarterly planning with user insights and business needs to support BT Business's 2025 financial targets.

**Product Experience Visioning:** Delivered a long-term vision for broadband renewals, informed by research to address usability challenges and customer pain points, shaping discovery and delivery plans for 3-5 years ahead.

**Design Leadership:** Founded and facilitated The Creative Catalyst —a design culture initiative inspiring creativity and confidence across BT's design organisation.

**Mobile-First Strategy:** Increased mobile broadband renewal conversions by 44% by prioritising mobile-first design principles.

**Cross-Functional Collaboration:** Partnered with design, marketing, regulatory, and legal teams to enhance personalisation and navigate complex technology migrations effectively.

#### 2023

EE

Senior Designer

Birmingham, UK

**Digital Design Leadership:** Led high-impact digital design projects for an international consumer goods client, managing long-term retainer engagements and maintaining strong client relationships.

**Team Management:** Directed multidisciplinary teams of designers, developers, and researchers, coordinating in-house staff and international freelancers to deliver successful project outcomes.

**Innovative Design Solutions:** Pioneered digital and service design initiatives across industries, blending creativity with strategic objectives to drive impactful results.



# Experience

**Strategic Brand Leadership:** Oversaw the internal consultancy's branding and global design philosophy, ensuring alignment with business values and long-term goals.

**Methodological Excellence:** Developed and implemented design methodologies, including customer needs analysis and iterative development cycles, enhancing efficiency and delivering customer-focused solutions.

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## 2021 to 2023

Brandborne

Lead Designer

Birmingham, UK

**Digital Design Leadership:** Delivered innovative digital design projects for an international consumer goods client, managing long-term client relationships and ensuring exceptional satisfaction.

**Team Management:** Led multidisciplinary teams of designers, developers, and researchers, coordinating both in-house talent and international freelancers to achieve successful project outcomes.

**Service & Product Design Innovation:** Championed digital and service design initiatives across diverse industries, aligning creativity with business goals to deliver impactful solutions.

**Strategic Brand Stewardship:** Directed the consultancy's branding and global design philosophy, ensuring consistency with organisational values and strategic priorities.

**Methodological Rigor:** Developed and implemented user-centred design methodologies, such as customer needs analysis and iterative development, to optimise efficiency and project delivery.

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## 2018 to 2020

HD3 Limited

Product Designer

Birmingham, UK

**Digital Design Integration:** Created digital experiences and Information for Use (IFU) graphical interfaces for physical products, blending digital and tangible design seamlessly.

**Cross-Disciplinary Collaboration:** Partnered with electronics teams to integrate UX principles into physical products, ensuring a cohesive and user-friendly experience.

**Engineering Expertise:** Leveraged skills in user and product research, reverse engineering, patent analysis, CAD/CNC programming, and mechanical and electronic design to support end-to-end product development.

**Prototype Development:** Designed and built prototypes, aligning closely with client requirements and market expectations to deliver impactful solutions.

**Global Product Success:** Led product design projects with positive global client reception and successful market launches, demonstrating expertise in delivering customer-focused, innovative solutions.

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## 2017

Proctor & Gamble

Design internship

Reading, UK

**Project Leadership:** Recruited for a university placement, leading two projects from inception to completion with cross-disciplinary teams spanning chemical, biological sciences, design, and engineering.

**User-Centered Research:** Conducted focus groups, product testing, and market research, ensuring design solutions were aligned with user needs and market trends.

**Communication & Stakeholder Engagement:** Presented project progress to both internal teams and senior leadership, and voluntarily spoke on sustainability within FMCG and consumer electronics.

**Professional Growth:** Expanded expertise in prototyping, machining, and surfactant moulding, demonstrating a strong commitment to continuous learning and development.

**Market Impact:** Contributed to the successful launch of two products, leading to a hire recommendation from senior management for exceptional performance.

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## 2016

The LEGO Group

Design internship

Billund, Denmark

**Innovation in Product Development:** Contributed to the creation of new LEGO play experiences and elements, collaborating with the front-end team during a university placement.

**Rapid Concept Development:** Led design sprints, consistently generating multiple design concepts within tight weekly deadlines to drive innovation.

**Prototyping & Experimentation:** Utilised sketching, model-making, 3D printing, and injection moulding to bring design ideas to life, ensuring high-quality product outcomes.

**Cross-Cultural Collaboration:** Demonstrated adaptability by using alternative CAD software and coordinating end-user focus groups in Danish, with translation support.

**Market Impact:** Successfully developed three products that reached market, including LEGO Tree Man Disguise, Cactus Disguise, and concepts advancing the LEGO Nintendo Bowser Action Play Set collaboration.