

# Suraj Soren

## Senior UX Designer | CV

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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

**Pioneering eSIM Project:** Led the design of EE's £4M eSIM project, expanding into new markets and driving user-centred innovation that significantly impacted business growth and customer experience.

**Retail Project Innovation & Agile Collaboration:** Spearheaded a retail project, including Kiosk experience design, pioneering new prototyping methods with Protopie and Arduino-based digital app prototypes. Facilitated Agile teams and used tools like Figma and Mural to enhance collaboration and deliver user-focused, interactive solutions.



# Experience

**Team Leadership:** Scaled EE's design team by recruiting top talent and fostering growth, ensuring alignment with the organisation's evolving user-centred design needs.

**Leading Design Excellence:** Recognised with the "Customer Obsessed Design Super Hero" award for dedication to UX excellence and innovative problem-solving that put users at the centre.

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## 2021 to 2023

ProdActive Solutions  
Lead Designer  
Birmingham, UK

**Digital Design Leadership:** Delivered innovative digital and service design projects for an international consumer goods client, ensuring user-centred solutions and maintaining long-term client relationships for sustained satisfaction.

**Team Management:** Led multidisciplinary teams of designers, developers, and researchers—coordinating both in-house talent and international freelancers—to deliver high-quality, user-focused outcomes.

**Service & Product Design Innovation:** Championed user-centred design initiatives, blending creativity with business objectives to drive impactful solutions across diverse industries.

**Strategic Brand Stewardship:** Directed the consultancy's global design philosophy, aligning the brand with user needs and organisational values to maintain consistency and achieve strategic goals.

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

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## 2018 to 2020

Babyliss / Conair  
Product Designer  
Birmingham, UK

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

**Cross-Disciplinary Collaboration:** Worked closely with electronics teams to integrate UX principles into physical products, ensuring a cohesive, user-friendly experience across digital and physical touch points.

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

**Prototype Development:** Designed and built interactive prototypes, aligning closely with client needs and market expectations to deliver user-centred, impactful solutions.

**Global Product Success:** Led product design initiatives that were globally well-received and successfully launched, showcasing expertise in creating customer-focused, innovative products.

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## 2017

Proctor & Gamble  
Design internship  
Reading, UK

**Project Leadership:** Led two cross-disciplinary projects from inception to completion, working with teams spanning chemical, biological sciences, design, and engineering to deliver user-centred solutions.

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

**Communication & Stakeholder Engagement:** Presented project updates to internal teams and senior leadership, contributing to discussions on sustainability within FMCG and consumer electronics.

**Professional Growth:** Expanded skills in prototyping, machining, and surfactant moulding, demonstrating a commitment to continuous learning and application of new design methodologies.

**Market Impact:** Contributed to the successful launch of two products, leading to a hire recommendation from senior management for outstanding performance in delivering customer-focused innovations.

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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 to deliver engaging product concepts.

**Rapid Concept Development:** Led design sprints to generate multiple design concepts within tight weekly deadlines, driving innovation and aligning with user needs and brand values.

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

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

**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.

