

# Suraj Soren

## Product Design CV

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### About me

Award winning, business-minded, user centered designer. Specialising in product design strategy, behavioural design methodology and agile product development. I have extensive experience working for Start-Ups, SMEs, and large corporations in the UK and abroad. Currently leading a design team in B2B experiences for BT Business. Managing a team of designers across research, service, product & content design. Seeking new opportunities to advance design maturity in emerging tech teams and swiftly shape the future of B2B and B2C experiences.

### Education

**BT Group** 2024 London, UK

Tom Greever - Articulating Design Decisions, Stakeholder Management Training

**Northumbria University** 2014 to 2018 Newcastle, UK

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 Bradford, UK

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

### Top Skills & Tools

- Design Research & Product Strategy
- UX Mapping
- Figma UI, Advanced Prototyping, Design Systems
- Workshop facilitation
- Agile + Scrum development
- Continuous Discovery
- User Testing
- Mentoring & People Management
- Event hosting
- Floorwalk presentations
- Accessible first design
- Stakeholder management & relationship building

### Experience

**2024 to Present**

BT Business

Lead Designer

Birmingham, UK

**Key Project Achievement:** Achieved a 260% conversion increase by developing a personalised recommendation platform for BT Business customers.

**Business Impact:** Transformed SME broadband experiences with "product experience visioning" to align with BT Business's 2025 financial targets.

**Product Experience Visioning, Strategy & Backlogs:** Leveraged user insights from research to improve usability and address customer pain points in broadband renewals. Roadmapping discovery & delivery for upcoming financial quarters up to 3-5 years time.

**Design Leadership:** Founder of "The Creative Catalyst 🟢" design culture calls to inspire creativity and confidence within BT's design organisation.

**Mobile First Strategy:** Boosted mobile conversion by 44% through prioritizing mobile-first design in BT Business's broadband renewal project.

**Cross-Functional Collaboration:** Fostered collaboration across design, marketing, regulatory, and legal teams to enhance personalization and technology migration.

**2023**

EE

Senior Designer

Birmingham, UK

**Team Leadership:** Scaled EE's design team by recruiting top talent, fostering growth and meeting the organisation's evolving demands.

**Innovation Leadership:** Spearheaded product design as the first designer in EE's Co-create innovation incubator, focusing on user research and customer-centric storytelling.

**Agile Collaboration:** Facilitated agile teamwork using tools like Figma, Protocie, and Mural, enhancing productivity and leveraging emerging technologies.

**Design Excellence Recognition:** Awarded the "Customer Obsessed Design Super Hero" for exceptional dedication to user experience and inventive problem-solving.

**2021 to 2023**

Brandborne

Lead Designer

Birmingham, UK

**Digital Design Leadership:** Led digital design projects for an international consumer goods client, managing client relations and ensuring satisfaction on a long-term retainer.

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

**Innovative Design:** Spearheaded digital and service design initiatives across various industries, driving innovation and creativity while meeting client objectives.



## Experience

**Strategic Brand Communication:** Managed the consultancy's branding and global design philosophy, ensuring alignment with company values and strategic goals.

**Methodological Excellence:** Developed and implemented key design methodologies, including customer needs analysis and iterative development, to enhance project efficiency and effectiveness.

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**2018 to 2020**

HD3 Limited

Product Designer

Birmingham, UK

**Digital Design Integration:** Programmed digital experiences and crafted Information for Use (IFU) graphical interfaces for physical products, showcasing expertise in integrating digital design within a tangible product context.

**Electronics Collaboration:** Worked closely with electronics teams to seamlessly integrate UX principles into physical products, ensuring cohesive user experience and functionality.

**Engineering Specialisation:** Developed a diverse skill set including user and product research, reverse engineering, patent searching, CAD/CNC programming, mechanical and electronic design, and prototype building.

**Successful Product Development:** Led product design projects that received positive global client feedback and successful market placements, enhancing client satisfaction and demonstrating effective product development.

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**2017**

Proctor & Gamble

Design internship

Reading, UK

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

**User Experience Research:** Conducted focus groups, product testing, and market research, emphasizing user-centric design and understanding market dynamics.

**Communication and Leadership:** Presented project progress to team and senior leadership, and voluntarily spoke on sustainability in the FMCG and consumer electronics sectors.

**Professional Development:** Expanded skills in prototyping, machining, and surfactant moulding, demonstrating commitment to ongoing professional growth.

**Market Success:** Contributed to the successful launch of two products and received a hire recommendation from senior management.

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**2017**

Black & Decker

Product Designer

Newcastle, UK

**Design Leadership:** Led a team in designing sustainable home-care devices, leveraging expertise in UX, website design, filmmaking, and animation, which resulted in high client praise and top university marks.

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**2016**

Gillette

Product Designer

Newcastle, UK

**Market Entry Strategy:** Guided a team of four students in exploring new market entry strategies, integrating design methodologies from Matter and Gillette's 'moments of truth' research, while managing stakeholder engagement across demographics and time zones via social media.

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**2016**

The LEGO Group

Design internship

Billund, Denmark

**Innovation Contribution:** Contributed to the development of new LEGO play experiences and elements during a university placement with the front-end team.

**Rapid Concept Generation:** Led design sprints to consistently generate numerous concepts, meeting tight weekly deadlines.

**Build Experimentation:** Employed sketching, model-making, 3D printing, and injection moulding to materialise design ideas.

**Adaptability and Collaboration:** Applied design skills in a foreign environment, proficiently using alternative CAD software and organizing end-user focus groups in Danish with translation support.

**Market Success:** Developed three products that reached market: LEGO Tree Man Disguise, Cactus Disguise, and concepts advancing with LEGO Nintendo collaboration for the Bowser Action Play Set.