# Alex Lasek

Product Design Lead | Mobile Apps

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## ABOUT ME

I am a results-driven Product Designer with nearly 20 years of corporate experience in delivering successful digital products. My expertise lies in **Product and Interaction Design**, specializing in **end-to-end solutions for mobile apps**. Passionate about solving complex problems, I lead collaborative and diverse design teams, ensuring exceptional user experiences. As a highly motivated and **experienced leader,** I thrive on crafting innovative solutions that leave a lasting impact.

## EXPERIENCE

**Mederho**
*May'23 – June '23*

### Lead Product Designer

*Project: iOS App Concept for Aesthetic/Medical Clinics Network*

- Led the design concept of an iOS app for a network of 80 aesthetic/medical clinics.
- Personalized app offering AI-driven skin analysis and tailored beauty treatment plans.
- Strategically designed services to cater to different customer segments.
- Concentrated on fulfilling business model while meeting user needs.
- Crafted the concept of the app, covering the entire design process from ideation to implementation.
- Successfully delivered exceptional results within a tight timeframe.
- Developed a brand aesthetic and designed the basic design system for the app, providing a foundation for the app's visual aesthetics and user interface. ensuring a cohesive and visually appealing user experience.

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**Motorway**
*Oct '22 – May '23*

### Senior Product Designer

*Project: iOS App Design (Vehicle Inspection App) for a Leading Vehicle Marketplace*

- Led the design and implementation of an innovative vehicle inspection app (B2B), covering the vehicle collection process from the seller to the dealer.
- The app aimed to streamline and improve the efficiency of the vehicle inspection process for their network of dealers.
- Played a hands-on role as a Senior Product Designer, crafting the concept and MVP of the app to enhance efficiency and speed in vehicle inspection.
- Worked closely with the dedicated product team, utilizing Swift UI and MotorWay's design system for a cohesive and successful implementation.
- Delivered a streamlined and comprehensive internal app, filling a crucial gap in the company's services and bolstering their B2B operations.

**Rocket Lawyer**
*Mar '22 – Sep '22*

**Lead Product Designer**

**Project:** Cross-Market Legal Solutions: Enhancing Access and Efficiency with Ionic and React Native Apps

- Led the design of an Ionic app for the American market, offering easy access to legal documents and affordable legal advice.
- Developed new features, including document scanning and improved document visibility through mobile search categorization and grouping.
- Designed a fresh React Native app, exclusively for the UK market, offering an innovative self-sufficient legal guidance and document creation process based on insights from the Ionic app experience.
- Successfully developed new features to enhance the usability and functionality of the Ionic app, meeting user needs effectively.
- Led the design process of the dedicated React Native app, integrating the best practices and lessons learned from the Ionic app
- Addressed business needs, such as electronic document signing, ensuring the UK app's efficiency and legal compliance.
- Delivered an upgraded Ionic app with enhanced functionalities, offering improved access to legal resources for users in the American market.
- Introduced a brand-new React Native app for the UK market, offering an innovative and self-efficient legal service, complementing the existing app portfolio.
- Demonstrated effective leadership by overseeing two different projects simultaneously, ensuring smooth design processes and timely deliveries.

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**The Future Fox**
*Apr '22 – May'22*

**Lead Product Designer**

**Project:** Community-Driven Urban Planning: Empowering Citizens through Gamified Feedback (desktop & mobile)

- Led the design and prototyping of an interactive map tool and survey, mobile-first experience.
- Created a web flow, leveraging real-time strategy and simulation city-building patterns from games like Sim City and The Sims, to engage users in designing their local spaces and increase gamification and user engagement, encouraging active participation and enabling them to provide valuable feedback for urban planning decisions in their neighbourhoods.
- Successfully designed an intuitive and interactive map tool, enabling users to share their feedback on urban planning proposals.
- Utilized gamification elements from city-building games to educate and engage the local community, highlighting the impact of their proposals in terms of cost, efficiency, and sustainability.

- Delivered an engaging and educational web space, encouraging active participation from the local community in urban planning decisions.
- Empowered users to envision and propose sustainable and efficient solutions for their neighbourhoods through an enjoyable and interactive experience.

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**Kin + Carta**
*Oct '21 – Apr '22*

*Client: Dunn Humby*

**Lead Product Designer**

**Project:** Omnichannel Campaign Management for Sphere (Web platform)

- Led the design efforts for the web-based omnichannel campaign management platform, specifically focusing on the "Online Stores" channel, within the Dunnhumby ecosystem.
- Collaborated with the team to create an intuitive and efficient user experience, enabling brands (CPGs) to plan, manage, and execute advertising campaigns specifically for online stores through the web interface.
- Focused on seamless integration of the platform with retailers' eCommerce websites, such as Tesco, to maximize campaign reach and impact on online consumers.
- Utilized data science to optimize campaign targeting and measurement, ensuring brands achieve measurable results and return on investment for their online campaigns.
- Partnered closely with project managers, designers, and engineers throughout the product development lifecycle, with a specific focus on the "Online Stores" channel.
- Leveraged the existing Design System to maintain design consistency and expedite the development process for this specific channel.

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**Beyond Stoked**
*Jan '21 – Junl'21*

**Co-Founder, Creative Lead**

- Designing on the concept of a Surfing App for iOS that helps people to find a perfect spot and organise a meetup based on users' skillset and weather conditions.

**Lippincott**
*Oct'20 – Jan'21*

**Interim Head of Design Studio (hands-on)**

- Working on app and web CRM for the largest global provider of insurance - MetLife that helps employees manage their work benefits, set up a retirement plan or income protection, with investments and financial solutions plans
- Overseeing product design team of 7 (designers & prototypers)
- Creating and leading design processes in the team
- Responsible for consistency in interaction & experience in the products
  - across 5 squats
- Facilitating design review & alignment sessions with the Product team

### Lead Interaction Designer

- Leading and mentoring a team of 3 prototypers
- Creating processes and Interaction System for app and web platform
- Building interaction prototypes for internal and external testing

## **Chessable Ltd**
*July '20 – Sep'21*

### Lead Product Designer

- Deliver an MVP for iOS that will train users to be a "killer machine" in chess based on the web training framework
- Creating and leading product processes (Product strategy, UX, UI & IxD)
- Working collaboratively with stakeholders and an in-house development team throughout the design process of MVP
- Facilitating online workshops with stakeholders and dev team
- Translating broad complex concepts, customer needs and business requirements into simple, intuitive designs

## **Whering Ltd**
*Jun '20 – July '20*

### Lead Product Designer

- Designing a user experience for iOS app that helps users to organise their messy closets and plan outfits based on auto-suggested looks so that they can layer and collage outfits/items into visually pleasing flat-lays
- Working collaboratively with stakeholders and a software house throughout the design process
- Creating product strategy and redesigning the business value proposition

## **Symterra Ltd**
previously
Keamore Ltd
*Apr '20 – May'20*

### Lead Product Designer

- Deliver an MVP for Construction Management App for iOS, that digitalize old-fashioned, paper-oriented construction site, using data and machine learning to improve project performance and safety
- Creating and leading product processes (Product strategy, UX, UI & IxD)
- Working collaboratively with stakeholders and a software house throughout the design process of MVP
- Facilitating online workshops with stakeholders and dev team
- Translating broad complex concepts, customer needs and business requirements into simple, intuitive designs

## **Binary Mango Ltd**
*Feb '20 – Mar '20*

*Client: MediShout*

### Lead UX Designer

- Design a lean MVP for iOS and Android that allows healthcare staff to report any operational issue in hospitals; client - MediShout
- Translating business requirements into simple, intuitive designs
- Deliver Light Design Guidelines for app

- Working collaboratively with a software house throughout the design process
- Facilitating online workshops with stakeholders and dev team

**vKetone**
*Oct '19 – Dec '19*

### Lead Product & Interaction Designer

- Deliver a concept of Ketogenic Vegan Apps for iOS and watchOS
- Leading a product team to bring the app concepts to interactive prototypes to validate business and users' needs
- Translating business requirements into simple, intuitive designs
- Working collaboratively with a design team, external researchers and software house throughout the design process of MVP
- Facilitating workshops with product team and stakeholders
- Built the Design System for mobile and watch that improved the process by 50%

**UI Centric Ltd**
*Aug '19 – Sep '19*

### Lead UX Product Designer

- Working on the next version of MarcoPolo World School App, US and China market (iOS)
- Improving the end-user experiences during the onboarding process, enhancing engagement and gamification in the app
- Reducing drop-offs from the app, identifying issues and pain-points in the onboarding
- Organising and facilitating creative workshops across the entire product & marketing teams

**10x Future Technologies Services Ltd**
*Nov'18 – Dec'18*

### Lead Product Designer

- Working on a concept of "Drag & Drop" Data Modelling Tool (10x Machine Learning Studio) for a cloud-native web banking platform
- Bringing the web concepts to interactive prototypes and being responsible for validating business and users needs
- Working collaboratively with machine learning experts, engineers and analysts throughout the concept design process
- Setting up & improving the process of building the centralized Design System for the Web Banking Platform

**Draw Group**
*Oct'17 – Nov'18*

*Client: Virgin Money*

### Lead Product / Interaction Designer

- Working on the next Virgin Money Bank app for UK and US market
- Leading the interaction design process for consumer product teams
- Contributing design processes and thinking to high-level strategic decisions with the rest of the product and executive teams

- Partnering with project managers, engineers, researchers, and content strategists to oversee the user experience of a product from conception until launch and throughout its lifecycle
- Building a consistent, self-contained, reusable and accessible Design System and Interaction Library for the app
- Overseeing product design team of 5
- Responsible for consistency in interaction & experience in the app
- Facilitating design review & alignment sessions with the design team
- Creating and leading design processes in the team

*Aug'17 – Oct'17*

### Senior Interaction Designer

- Bringing the app concepts to interactive prototypes and being responsible for validating ideas with users
- Working collaboratively with devs throughout the concept design process

**Fitbug Ltd**
*Feb'16 – Aug'16*

### Lead Product Designer

- Working on the Fitness iOS & Android apps and web products that help users to stay fit by implementing healthy habits using terrain games based on daily steps challenges
- Leading and owning the UX Design process for conception to implementation
- Responsible for the entire design lifecycle and product changes from concept to execution, ensuring the user experience is aligned with the brand vision
- Sketching and prototyping product concepts and new features
- Conducting user research and running design workshops
- Overseeing contractor designers
- Create light weighed style guides and branding guidelines to supplement prototypes for the development team
- Creating landing pages, responsive email newsletters, PowerPoint & Keynote presentations and printed materials for all online marketing campaigns