

RAMANPREET SINGH

EXPERIENCE

Lead UX Designer, AnalogFolk 80% Management, 20% Craft

Feb 2026 - May 2026 | Contract

Leading design on a confidential programme for a global payments company, working with senior stakeholders, product and technology teams to shape the experience and set priorities. Further details are covered by NDA.

Lead UX, Bentley Systems 80% Management, 20% Craft

Sep 2025 - Dec 2025 | Contract

Defined the product vision and scope for the iTwin Cloud Platform, working directly with C-suite leaders to shape the platform around real-world infrastructure needs.

Experience Lead, AnalogFolk 60% Management, 40% Craft

Mar 2025 -Aug 2025 | Contract | INEOS Automotive

Shaped the global rollout of the Grenadier’s repositioning across CRM, discovery, vehicle configurator, test-drive experience and the wider customer journey. Directed teams through product discovery and delivery

UX & Service Design Lead, Bros&Co 60% Management, 40% Craft

Sep 2021 - Mar 2025 | Contract | BP Global

Led a team across the Americas, Europe, Asia Pacific and the Middle East for BP’s Global Management of Change programme, shaping how safety-critical changes are managed across refineries and offshore operations. Owned several product streams, setting OKRs and KPIs and connecting design decisions to business outcomes.

Senior UX & Service Designer, HSBC Private Banking

Mar 2021 - Sep 2021 | Contract 20% Management, 80% Craft

Defined the target-state experience for high-net-worth and ultra-high-net-worth clients, Relationship Managers and Investment Counsellors across wealth, trading, payments and investment services. Mapped the wider private-banking ecosystem and redesigned client and staff experiences, connecting key business areas into one future state.

Senior UX Designer, Publicis Sapient 30% Management, 70% Craft

Jan 2019 - Mar 2021 | Permanent | Heathrow Airport | Investec Asset Management | NatWest

Led teams across major client programmes, often running more than one at the same time. Built Heathrow’s future experience roadmap for the next decade, with early digital improvements contributing to a 14% reduction in bounce rate and 28% increase in dwell time; also led experience work for Investec’s award-winning global investment platform and a children’s banking think tank for NatWest.

UX Designer, Karmarama 100% Craft

Jun 2017 - Dec 2018 | Permanent | OSN | The Guardian | EDF Energy | NatWest

Helped define OSN’s next-generation cross-platform video service across mobile, tablet, desktop and TV, winner of Digital Studio’s Content Delivery Platform of the Year. Also worked across The Guardian, EDF Energy and NatWest, while mentoring students at Brunel University and leading SME workshops through F.A.C.T.

ABOUT

I care about building strong design teams, giving people clear direction and making design a trusted part of how the business makes decisions. Shaping how design works across the wider organisation. That includes team leadership and ways of working. I align stakeholders and make sure design supports business goals.

CORE SKILLS

Design Leadership · Design Strategy · Product Design · Service Design · Customer Experience · Product Strategy · Team Leadership · Digital Transformation · Design Management

AWARDS

Ninety One - The Drum Design Awards Mobile/ App design

OSN - Digital Studio Awards Content Delivery Platform of the Year

EDUCATION

City College Coventry BTEC National Diploma, Interactive Media