



Sim Deol

SENIOR / LEAD PRODUCT
DESIGNER

Details

Based in London, United Kingdom
+44 (0)7852501246
simranjitsinghdeol@hotmail.co.uk

Links

[linkedin.com/in/simranjitdeol](https://www.linkedin.com/in/simranjitdeol)

Portfolio: simdeol.com

Design Tools

Figma, Sketch, Zeplin
Adobe XD, Axure RP
InVision, Balsamiq, Webflow
Adobe Creative Suite

HTML, CSS

Knowledge of front-end
frameworks (React, TypeScript)
AI/ML UX (LLMs, Predictive
Interfaces)

Hotjar, FullStory

Dovetail, UserZoom, UserTesting
Jira, Confluence, MS Teams
Miro, Figjam

Skills

Product Design (Web & Mobile)

UX/UI Design

User Experience Design

User Interface Design

Interaction Design

Scalable Design Systems

Information Architecture

Accessibility (WCAG 2.1/2.2
Compliance)

Data Visualisation

Profile

Senior / Lead Product Designer with over 12 years of experience creating intuitive, accessible and user-focused digital experiences across SaaS, B2B, B2C, AI, healthcare, iGaming, nonprofit, enterprise, and advertising sectors. Proven ability to lead design strategy, scale systems and collaborate cross-functionally to deliver business impact. Skilled in driving vision, process, and execution across complex, regulated environments.

Employment History

Senior Product Designer, Holistic AI

APRIL 2023 – MARCH 2025

AI governance, risk, and compliance platform helping enterprises manage AI at scale

- Led end-to-end design for three core AI compliance platforms used by enterprises to manage \$30M+ in AI systems
- Built UX foundations and scaled design during company growth from 10 to 100+ employees
- Translated complex frameworks (EU AI Act, NIST, ISO) into intuitive workflows with explainability and audit trails
- Designed LLM audit tools and AI risk dashboards for 300+ AI models, supporting enterprise risk management
- Unified fragmented UI into modular design system using React compatible components, accelerating engineering delivery
- Reduced onboarding time by 60% through streamlined human-in-the-loop workflows and automation features
- Steered product development as interim product owner, managing roadmap, sprints, and cross-department alignment for 6 months; shipped 3 new features and resolved 10+ critical bugs

Senior Product Designer, Rank Interactive

JULY 2020 – APRIL 2023

Digital entertainment platform behind brands like Grosvenor Casinos and Mecca Bingo

- Led end-to-end design of 10+ brands and migration to native apps and scalable web iGaming platforms, each hosting 100+ games
- Introduced personalisation, gamification, and enhanced content discovery
- Unified 10+ brand design systems into one scalable ecosystem, reducing design debt
- Established design ops and data-led UX practices, boosting retention by 30%

Product Designer (Contract), Macmillan Cancer Support

JANUARY 2020 – JULY 2023

UK charity supporting those affected by cancer and raising £240M+ annually

- Led redesign of donation and content journeys, contributing to £30M+ in campaign revenue
- Created a reusable design system aligned with dev needs, SEO strategy, and UX best practices

Dashboard Design
Rapid Prototyping
Conversion-Focused Design
User-Centered Design
Native Apps
Internal Tools
User Research
Usability Testing & A/B Testing

Design Strategy
Stakeholder Alignment
Leadership & Mentorship
Cross-Functional Collaboration
MVP Design
DesignOps

SaaS
B2B
B2C
Startups
Fintech
iGaming
Mobile Gaming
Healthtech
Social Care/GovTech
Legal Tech
Edtech
E-commerce
AdTech / MarTech
Enterprise
Non-Profit & Charity
CRM & CMS Platforms

Product Designer (Contract), HCA Healthcare

SEPTEMBER 2018 – SEPTEMBER 2019

World's largest private hospital group, delivering premium healthcare services globally

- Led UK site redesign and unified global UX across UK, UAE, China, and US
- Increased user engagement by 30% through improved IA and compliant design
- Led UAT and reduced support queries 20% through SEO/content collaboration

UX/UI Designer (Contracted twice), Sagittarius Agency (now Remarkable)

SEPTEMBER 2018 – JANUARY 2020

- Delivered bespoke digital solutions for clients across 10+ Sectors
- Led the full end-to-end process for 20+ digital transformation projects
- Integrated SEO into design to align user needs with performance metrics

UX/UI Designer (Autonomous IC), OLM Systems & Nalanda Technology

SEPTEMBER 2016 – MAY 2018

UK's largest independent social care software provider; Nalanda offers AI search for legal/government

- Led UX for SAAS/B2B/B2C products adopted by 45% of UK local governments
- Designed award-winning case management and search tools, securing the EU's largest borough as a client
- Created assessment tools to help foster carers assess child wellbeing; also designed a learning game to teach children basic coding, adopted sector-wide

UX/UI Designer (Contract), Praesto Consulting

MARCH 2016 – SEPTEMBER 2016

Data visualisation and BI consultancy serving clients like Britvic and Reckitt Benckiser

- Created data dashboards used to identify inefficiencies, improving reporting
- Developed a delivery tracking system that cut fulfilment time for Britvic by 50%
- Designed and taught a data visualisation course to 100+ professionals

UX/UI and Brand Designer (Sole Owner), Dermanoir Ltd

JULY 2015 – NOVEMBER 2015

- Built and launched DTC skincare brand, achieving £50K+ revenue in 5 months
- Managed brand, UX, e-commerce strategy, marketing, and 5-person team

UX/UI Designer, Spongecell (Acquired by Flashtalking)

JULY 2014 – SEPTEMBER 2015

US-based ad tech company creating interactive campaigns for Fortune 500 clients

- Designed interactive ads and microsites for Microsoft, Disney, H&M, and IBM
- Optimised creative via A/B testing and analytics, driving 200K+ interactions

Education

BSc Multimedia Technology and Design, University of Kent

JANUARY 2011 – JANUARY 2014

Graduated with First-Class Honours