



Product Design Lead

Craft • Interaction Design • Design Systems

Manchester, UK • open to relocation (EU national) jonathan.lecoz@gmail.com +44 793 163 7144 socialdynamix.co
linkedin.com/in/jonathan-lecoz

SUMMARY

Hands-on product design lead with 20+ years across fintech, marketplaces and regulated industries. Setting design direction and leading small teams while staying deep in the craft — end-to-end product thinking and exceptional interaction design, from discovery through polished delivery. Attentive to accessibility and real-world situations, balancing customer needs, commercial goals and technical constraints to ship value quickly without dropping the quality bar.

Human-in-the-loop AI practice: Building with AI in the loop — designing and building an AI agent in Claude and Cursor, and prototyping in code with GitHub and Vercel. The call on what ships stays human, and the rationale stays visible — with a clear point of view on where AI genuinely serves the user, and where it's a gimmick.

CORE SKILLS

Product Design (end-to-end)

Interaction Design

Design Systems / Tokens

Native Mobile (iOS / Android)

Front-end (HTML / CSS / JS)

Accessibility (AA)

User Research

Usability Testing

Prototyping

Experimentation & Analytics

Team Leadership (coaching & mentoring)

Human-in-the-loop AI

Fintech

Regulated Industries

EXPERIENCE

Digital Design Lead — Imperial Brands

2022 — 2026

- Led and coached a small interdisciplinary design team while staying hands-on on the highest-impact work — setting the craft bar, the critique culture and design governance.
- Architected a **token-driven, multi-brand, white-label design system** with AA accessibility at the framework level — so a full rebrand propagates on a **single commit** rather than months of engineering.
- Built the in-house design function from the ground up and defined the ways of working across the team and external design partners, within a SAFe / Program-Increment model.
- Led research-and-design through to delivery across a multi-product ecosystem and multiple markets — end-to-end launch gated by content coordination, not engineering.

Experience Design Lead — Auto Trader UK

2020 — 2021

- Led discovery for the new Digital Retailing offer, reframing car-buying from a transaction problem to a **trust problem**.
- Grew consumer appeal for digital car-buying from **61% → 72%** (5,000 respondents) and lifted 'Deal Builder' CTA clicks into the flow by **34%**.
- Line-managed 3 designers directly and led 7 more; defined the hiring bar and assessment framework used to recruit at Principal level.
- Shipped the Digital Retailing MVP across the funnel — part-exchange, finance and reservation — piloted across Auto Trader retailers.



Experience Design Lead — Booking.com

2018 — 2020

- Led design end-to-end across a transaction-critical product line — **ground transport** — from search through checkout, payment and post-booking.
- Redesigned the checkout in a data-driven experimentation culture: taxi option selection **+82%**, exit-page drop-off **-68%**, payment conversion **+11%**.
- Managed 3 designers; partnered with C-level stakeholders on design-system strategy, tooling, onboarding and the recruitment pipeline.
- Contributed to Booking.com's global design system and internal onboarding programmes, scaling quality and consistency at platform scale.

Principal Product Designer — Intuit / QuickBooks France

2017 — 2018

- Fintech-native product work: invoicing, expenses, VAT compliance, Making Tax Digital (HMRC) and VAT anti-fraud.
- Automated company setup via public APIs — cutting **churn 23%** and **time-to-first-invoice 64%**.
- Delivered localised experiences for French and UK markets within regulatory frameworks; ran fail-fast, lean-UX experimentation cycles on invoicing, tax and reporting.

Lead UX Designer — IMS Health

2015 — 2017

Senior UX/UI Designer — Cegedim Relationship Management

2010 — 2015

Independent Designer — Freelance

2003 — 2017

EDUCATION · CERTIFICATES · LANGUAGES

EDUCATION

BSc Computer Science (Minor: Communication Design) — California State University, Chico (2004–2006). International Academy of Design & Technology (2002–2003). Santa Monica College (1999–2002).

CERTIFICATES

20+ professional certificates — HCI, UX research, psychology, design strategy — The Interaction Design Foundation (2017–2018).

LANGUAGES

French (native)
English (native)
Spanish (beginner)

I design. And I build.

socialdynamix.co

jonathan.lecoz@gmail.com · linkedin.com/in/jonathan-lecoz