

# Apparicio Bueno.

Product Design Lead



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Designer based in London, designing web and app projects for some of the world's biggest brands, such as Rolls-Royce, Harvey Nichols, Cazoo, British Petroleum and others. Leading teams across UX and UI to improve customers' valuable and memorable experiences. UXC (UX Certified) by the Nielsen Norman Group, with 7+ years experience working with companies in the UK and Brazil.

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## RELEVANT WORK EXPERIENCE

### **Cazoo, Design Lead** Dec 2019 – Current, London

Worked end-to-end on the Europe's fastest unicorn, from search and browse the cars to checkout and finance. Led numerous projects including browse by lifestyle, search results hierarchy, car details page with a 360° gallery, improved checkout and finance experience.

- the refreshed 360° gallery, in collaboration with researchers and engineers, has increased engagement by 34%
- imperfections gallery helped with brand trust, generating 63% of interaction
- directed the checkout flow to a new pattern experience, using a progressive form approach, helping customers understand where they are and what's next. As considered by many customers on Trustpilot, "easier to buy a car than a t-shirt online."
- also led numerous projects: increase attachment rate in non-metal products, part exchange cars, launch Cazoo in Germany and France, reduce drop-off rate in the checkout starting point, click and collect, and others

### **Hero®, Senior UX/UI Designer** May 2019 – Nov 2019, London

Designed the IRL "In Real Life" experience for online stores with omnichannel shopping by adding WhatsApp, SMS and video call. Clienteling can forge lasting relationships and keep customers coming back long after they leave a store.

- improved user shopping behaviours, increasing quality of interactions and empowering sales teams to text and email with customers, growing lifetime loyalty.
- face-to-face video purchase, personalized advice and monitoring what buyers are browsing in real-time, increasing up to 70% the spending amount per purchase
- designed a unique WhatsApp Business experience for the sales team to manage and text their clients, this proximity increases cross-selling and the overall value of purchases

### **Investis Digital, Senior Product Designer** Aug 2017 – May 2019, London

Led the conception and scaling of the UX team at the agency, working with most FTSE100 clients such as Rolls-Royce, Chemring, JTI, Whitbread, Halma, St.James's Place and others.

- audited British Petroleum Energy Tool, a big data charting tool that allows engineers to interrogate data, reducing the time to find results by 80%, also designed a new research model by using a custom report flow
- implemented the new Roll-Royce digital rebrand in collaboration with Pentagram, developing a 600+ module design system, improving consistency and scalability in their digital products

**BareBoneArt Agency, UX/UI Designer** Jul 2015 – Feb 2017, Contract, London

Responsible for all strategy, website design, native apps and handover for development. Working with a range of companies in London, Spain and Brazil.

- increased sales conversion by 30% on Eberlin Spain, a bio cosmetic company, designed an easy and intuitive checkout process, improved cross-selling items on search and checkout flow

**Verde Amarelas, Product Designer** Feb 2015 – Jul 2015, Contract, Brazil

Innovative discount vouchers app, creating partnerships between suppliers of products and services to find new customers, the process of creating the app included exploration and tests with users until the final design, this was an end to end project.

- more than 80 suppliers added their services and products to the app, creating opportunities to increase first-time visitors

**EDUCATION****Nielsen Norman Group** UX Certification #1025459

Specialisations in Interaction, Research and Management

- Measuring UX and ROI
- The One-Person UX Team Tool Box
- Usability Testing
- User Interviews
- DesignOps: Scaling UX Design
- UX Roadmaps
- Designing Influence
- Being a UX Leader
- UX Deliverables

**designdept.co**

Design Leadership

- Management success
- Strategies for growing a team
- Designing your organization
- Deliver design excellence
- How to create a critique culture
- Feedback and team performance

**TOOLS**

Sketch

Hotjar

Optimal Workshop

Invision

Figma

UsabilityHub

Maze Design

Notion

Pencil &amp; Paper

UserTesting.com

Marvel

Jira



## SKILLS

UX evangelism	Design coaching	UI critique	Product strategy
Moderated testing	Visual design	Surveys	Usability Testing
In-person research	Focus groups	Design System	Personas
Field study	User flows	Wireframe	Agile Environment
Prototype	Journey map	Competitor Analysis	UX Patterns

## EXTRA

- Founded a complete UX training, Design Circuit, teaching Brazilians all the methods, approaches and processes of user-centred design, with more than 2500+ students working at the best companies and startups including Accenture, Concrete, Globo, Apple and others
- Public speaking at multiple events about UX, product and design system in collaboration with DesignLab, Trainline, TechCircus and UX Crunch