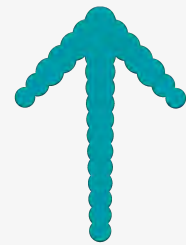HEY,

Olá,

Apparicio Junior

🇧🇷

Design leader actively building, managing and evolving design teams to deliver scalable products. Collaborating with data, engineers and stakeholders to improve people's experiences. Worked with some of the world's biggest brands, such as Rolls-Royce, Harvey Nichols, Cazoo and British Petroleum.
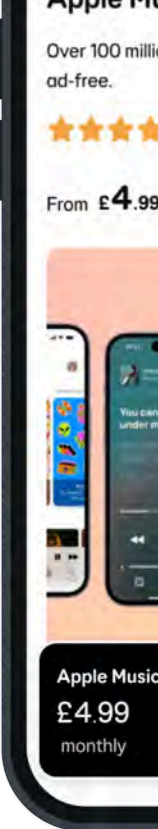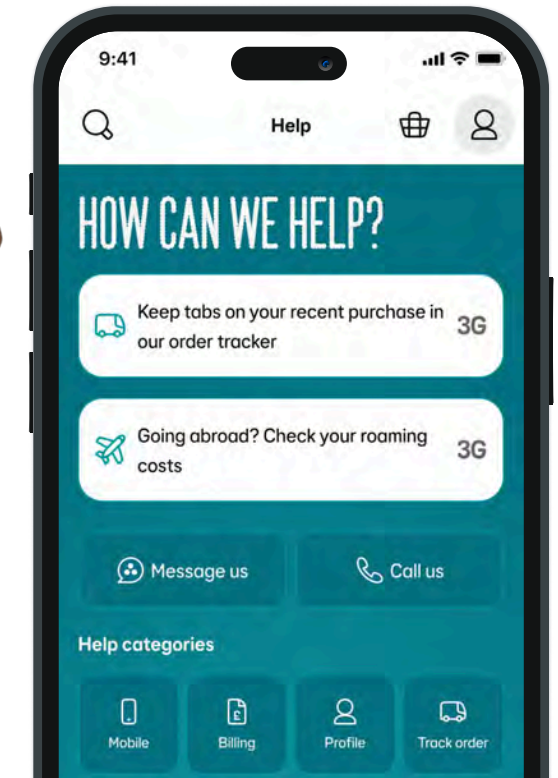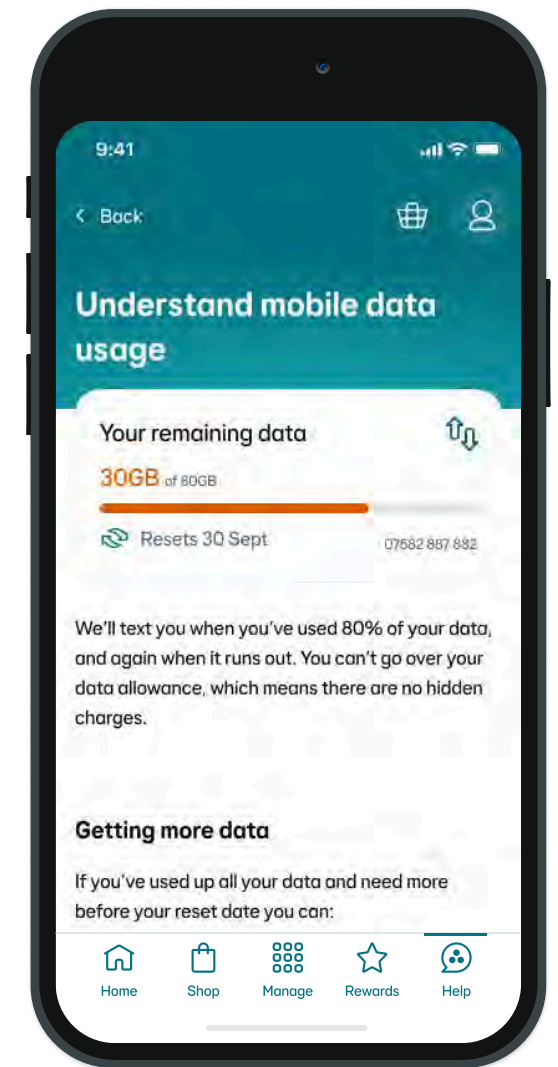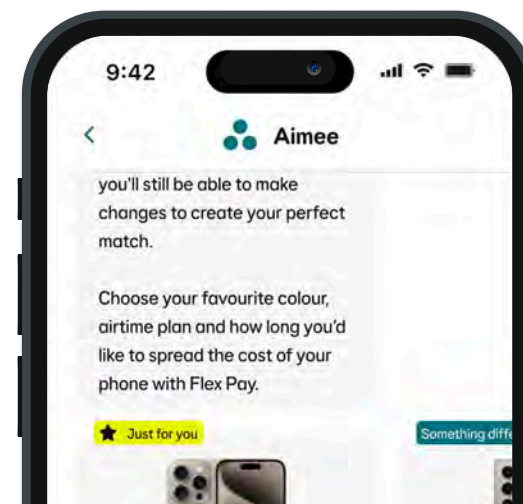
Currently @ BT Group

The Centre of Your Tech World

Samsung Galaxy S23
Unleash new levels of creativity, productivity and possibility.
£799.99 was £849.99

Google
Memories remember
£699.9

Tech categories

Home Shop Manage Rewards Help

AI ADOPTION
50% FASTER
TO PRODUCE PDP CONTENT

Your saved wishlist
12 items saved, start shopping

Overdue bill
£18.05
Pay now
Download PDF b

Apple Vision Pro
Explore the future of entertainment

Shop th   Learn more

Learn essentials
HOW DO I TOP UP WHILE ABROAD?
Read article

IMMERSIVE CONTENT
CONTEXTUAL
HYPER-PERSONALISATION

PRODUCT
WORLD CLASS
PRODUCT LAUNCHES

9:41 Back
Understand mobile data usage

Your remaining data
30GB of 80GB
Resets 30 Sept   07582 887 882

We'll text you when you've used 80% of your data, and again when it runs out. You can't go over your data allowance, which means there are no hidden charges.

Getting more data

If you've used up all your data and need more before your reset date you can:

Home Shop Manage Rewards Help

Apple M
Over 100 milli ad-free.
From £4.99
Apple Music
£4.99 monthly

INCREASE
IN EMPLOYEE METRICS
NPS, engagement, inclusivity and leadership scores.

9:41 Search & Discover

STAR WARS OUTLAWS

Star Wars Outlaws gaming bundles
It's a golden age for the underworld in Star Wars Outlaws.
Call to action

1/3

Gaming categories

Home Shop Manage Rewards Help

9:42 Aimee
you'll still be able to make changes to create your perfect match.

Choose your favourite colour, airtime plan and how long you'd like to spread the cost of your phone with Flex Pay.

Just for you

Something diff

9:41 Help

HOW CAN WE HELP?

Keep tabs on your recent purchase in our order tracker   3G

Going abroad? Check your roaming costs   3G

Message us   Call us

Help categories

Mobile Billing Profile Track order

9:41

View bill

Gift from D 23GB avail

Mery
1GB I

Can

Home

Your Account
£15.37
Due: August 15

Pause WiFi
01:59

10.2 /20gb
Data
10 days left

Wifi
Devices Connected 5
124 Mbps

Home | Shop | Controls | Rewards | Help

The Smiths
3 members | 3 Devices
2 Services

Chatsworth Road House
5 members | WiFi

Tom & Ricky
2 members | WiFi

Home
Your new hub has arrived!
Turn on your new device, then click here to get connected.
SET UP

John Smart, Tech Expert
Will be with you today at 11:30am
Track

iPhone 13, 5G20
0.5gb remaining this month
Resets on 26 August
You're going to run out of data soon. Top-up or upgrade »
Upgrade available
The new iPhone 14 is coming soon, Pre-order now.

TV Pro
set top box
£120

TV Mini
subscription
£15pm

Blessed be the binge.
What to look forward to on Netflix this month

FAMILY ZOOM QUIZ, SORTED.
A quick guide for beginners

OH. SO. PRO.
Unbox the latest iPhone today.

Connect your landline
Back | Help

SPEED BOOST
Need a bandwidth boost?

9:41
Search
You're going to run out of data soon. Tap here to top-up or upgrade.
For you
WORKING FROM ANYWHERE!
Working from home is so last year.
Family
John | Pam | Tom | Samantha

9:41
Search
UNLEASH THE BEAST
Turn off all distractions for some quality time with the fam.

Home Temperature 21.1°
21.1° | 26°
SWIPE TO ADD WIDGET

Boost for how long?
10:30
6hrs
Start: 10:30
End: 16:30
16:30

Full Fibre 500 WiFi
Connected
Devices Connected 5 | Test Speed
Amazon Alexa has weak signal

Home Temperature 21.1°
21.1° | 23°

Wifi
Devices Connected 5
Share WiFi

5G
10.2 /20gb
10 days left

Speed Boost
28:35

Game Time
WiFi Boost

Smart Home

Bedroom Lights

Turn off Wifi for devices
Xbox | Tom's iPad | Smart TV
For how long
30mins | 1hr | 2hrs | All day
Activate

9:41
Search
SHOP | TV | FAMILY | GAMING | IPHONE HACKS | SMART HOME | MUSIC | REWARDS | GAMING | SLEEP | UFC
DISCOVER A BETTER LIFE ON EE
Experts from all walks of life talk tips, hacks and the best tech to help you become a true everyday innovator.

9:41
Ask EE
We're here to help
Have a problem?
Need assistance?
Looking for something?
Ask EE
What should I watch tonight?
When is the new iPhone available?
How much is my bill this month?
How much data do I have left?
My Zoom connection is bad

TALKS
10X your WiFi speed with these home hacks.

EE5G
9.8 /20gb
10 days left
Your mobile data use is 30% above average this week
MON TUE WED THU FRI SAT SUN
THIS WEEK | AVERAGE
TOP-UP DATA | UPGRADE PLAN

REWARDS
20% off any Nike running shoes.
Applies to all EE members

TALKS
Meet the man behind the tech.
Marques Brownlee is our tech curator. We caught up with him to talk all things Apple in 2022.

Ricky's data use is 30% above average this week
MON TUE WED THU FRI SAT SUN
This week | Average

OH. SO. PRO.
Unbox the latest iPhone today.
Upgrade

Meet up at an EE WiFi Cafe and you can both enjoy a free drink

SPEED BOOST
Need a bandwidth boost? Set up your home for Game Time.

Scan your hub
Checking hub

Talk to our team
Arrange a call back

9:41
Ask EE
How Screen Time helps you focus on family
Controls
Set up Family Time in your Control Centre
Turn off all distractions for some quality time with the family.
Family Time
or ask something like "EE, set a time limit for Macbook Air WiFi"
Thanks, can you set a 1hr timer for Xbox WiFi?
ok here you go:
Wifi timer active in Control Centre
Tap widget for more details
59:36

Your Samsung Galaxy S21 is on the way.
Set up device
Manage Orders »

Peace of mind for parents
Set up Parental Controls for your kids devices to keep them safe online
LEARN MORE | SET UP

SHARE 2GB OF DATA WITH DARC
Swipe up to confirm

CONNECTED

Music | BT SPORT | Disney+
SHARE THE LOVE
To lend a smart benefit simply drag and drop to a member of your group. Just drag back to cancel at any time.

Your new router has arrived
Set up now
For you

WHAT DO YOU GET
WORKING WITH ME

I had the privilege of working with AJ and I can confidently say he is one of the most exceptional design leaders I've ever encountered. His ability to blend visionary leadership with an unparalleled level of craft and product design expertise truly sets him apart.

Not only did AJ inspire the team to create world-class digital products and experiences, but he also literally showed us the way— leading by example with his meticulous attention to detail and world class ideas. AJ is more than just a skilled practitioner; he is a catalyst for innovation and excellence.

Conor Ward
DESIGN DIRECTOR

AJ has a remarkable ability to tackle challenges head-on while bringing others along for the journey. Whether it was walking me through tough design problems, reviewing files with meticulous care, or preparing me for interviews, AJ's mentorship was transformative. He didn't just guide me; he invested in my growth, sharing his knowledge and empowering me to take on challenges with confidence.

Beyond his craftsmanship, AJ also has a sharp business acumen that propelled him to Head of Design, a role where he seamlessly bridges the gap between design and strategy. Watching AJ operate on both a tactical and strategic level has been nothing short of inspiring. He leads with empathy, clarity, and a vision that brings out the best in his team.

Suraj Soren
LEAD PRODUCT DESIGNER

He is one of the most inspirational people I've worked with. There's really good design, which is not an easy find to start with, and there's AJ level of great design. The level of detail, thought and creativity AJ possesses is outstanding. But it doesn't stop there! He is honest, direct and very driven. He cares a lot about what he does and voices his experienced opinions to ensure the highest standards of delivering the right thing. Last but not least, he is very knowledgeable in organisational leadership, strategic thinking and product delivery. I always get tips from him for both my personal and professional growth. I hope we continue working together my friend. Please never change your core values.

Sam Awad
PRINCIPAL PRODUCT DESIGNER

CAZOO

The new way to buy used cars

MY ROLE

Design Team Lead for 5 teams, working in a squad team including PM, UX Researcher, Content Strategist and Engineers.

TIMELINE

5 months vehicle details page
3 months finance calculator
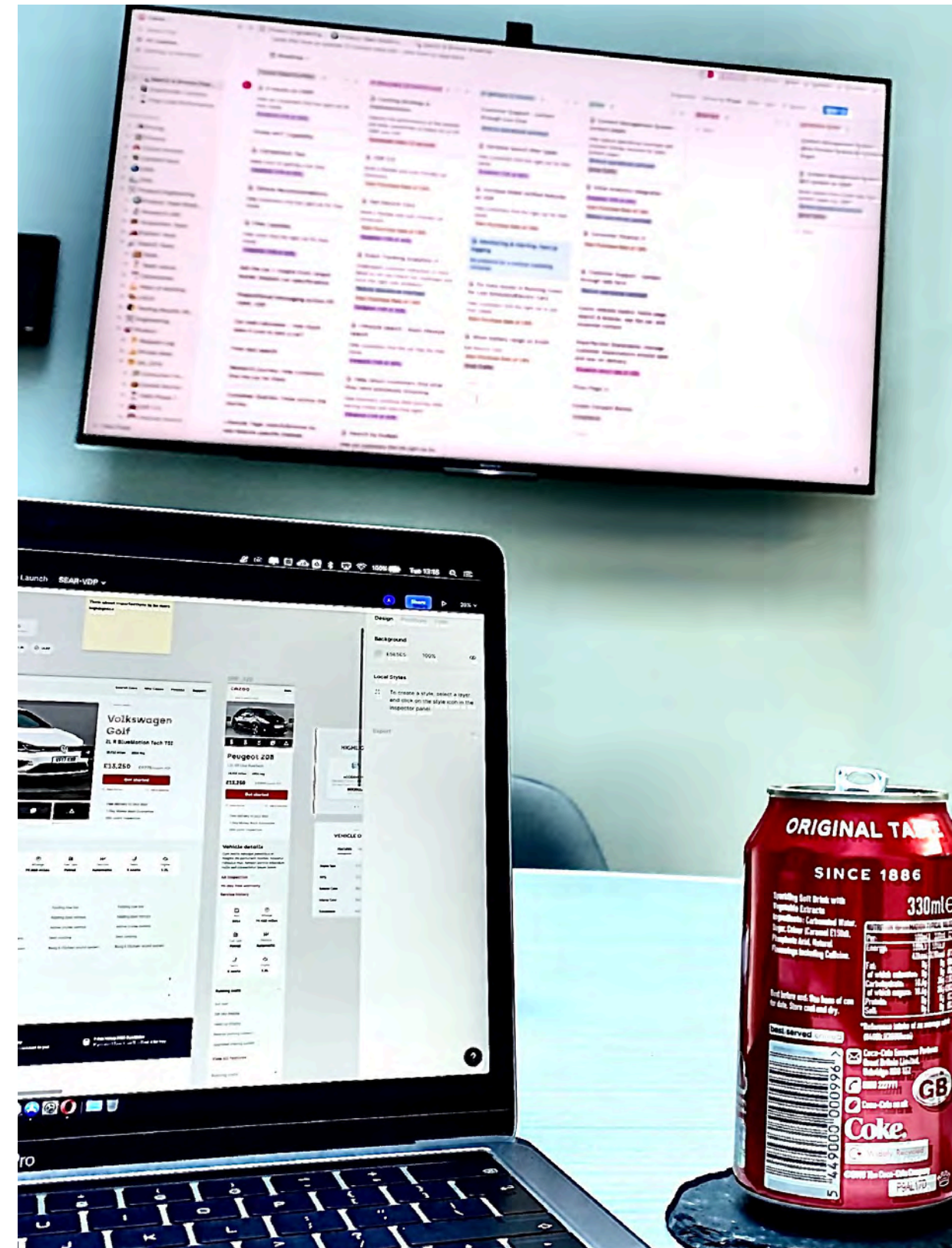
Improve the vehicle details page

The main journey of a user buying a used car is finding the right car. The objective of the project is to help customers to search and browse cars.

- improve the 360° gallery experience
- content discoverability
- get started click rate

Reg year
2016

View 360° Open doors Interior Photos

Fuel type
Petrol

Mileage
15,912 miles

Seats
5

Insurance
Group 37

Gearbox
Automatic

Engine
2.0L

Bounce rate, visual confusion

Data has shown that users were viewing details page but not proceeding to checkout, and when they proceeded, it was to calculate their monthly payments.

- gallery loading time 15s
- bad content hierarchy about the car
- not helping users to calculate their payment
- confusing icons and UI patterns
- large number of customer service calls

Which one is the 360° gallery?

CONSTRAINTS

Technical feasibility

- speed index lower than 4s
- using a third-party image sourcing
- finance calculation APIs

First Contentful Paint — 1.6 s

Speed Index — 3.2 s

Spin and explore
Click and drag to rotate the car

Closed doors   Open doors   Interior
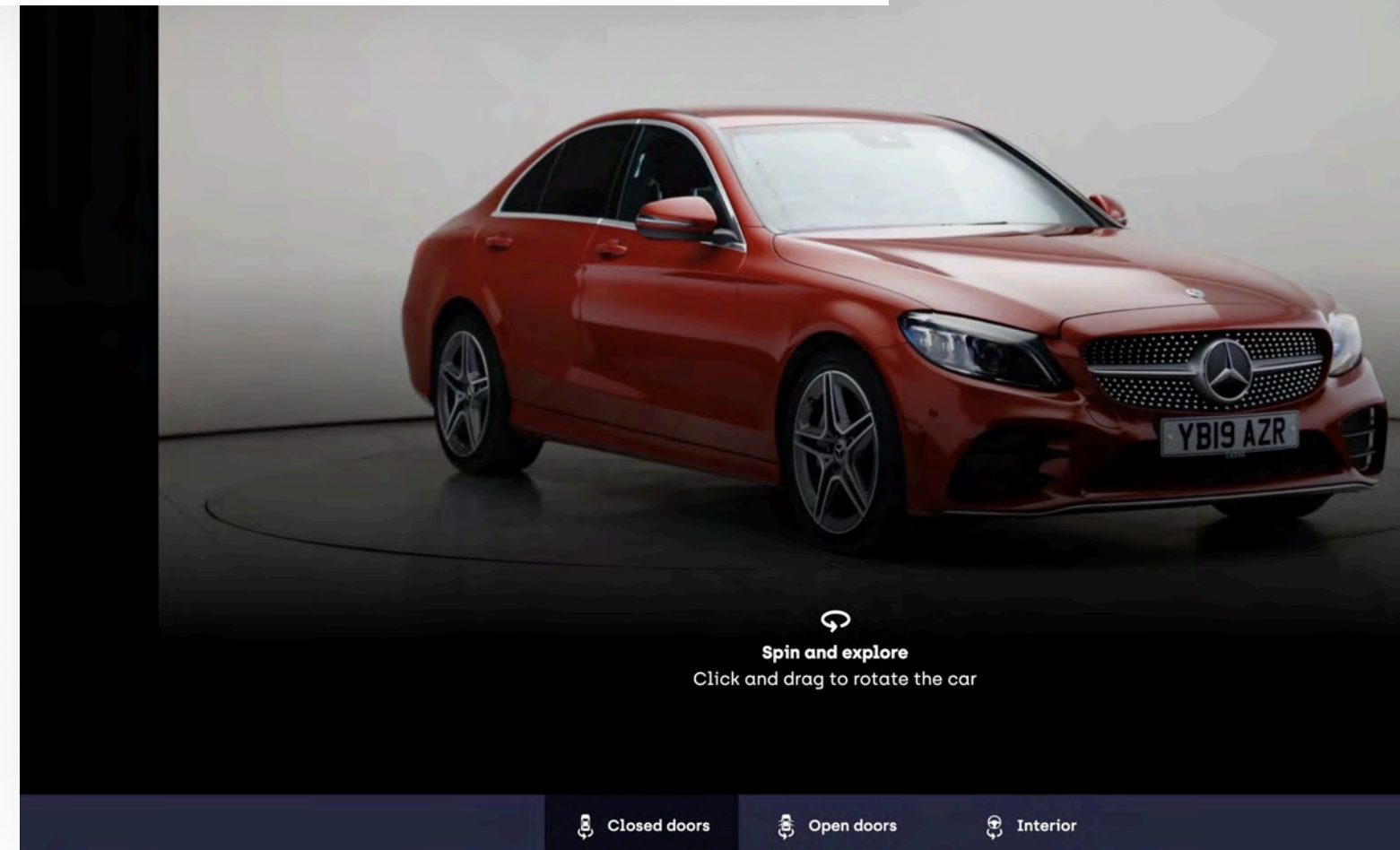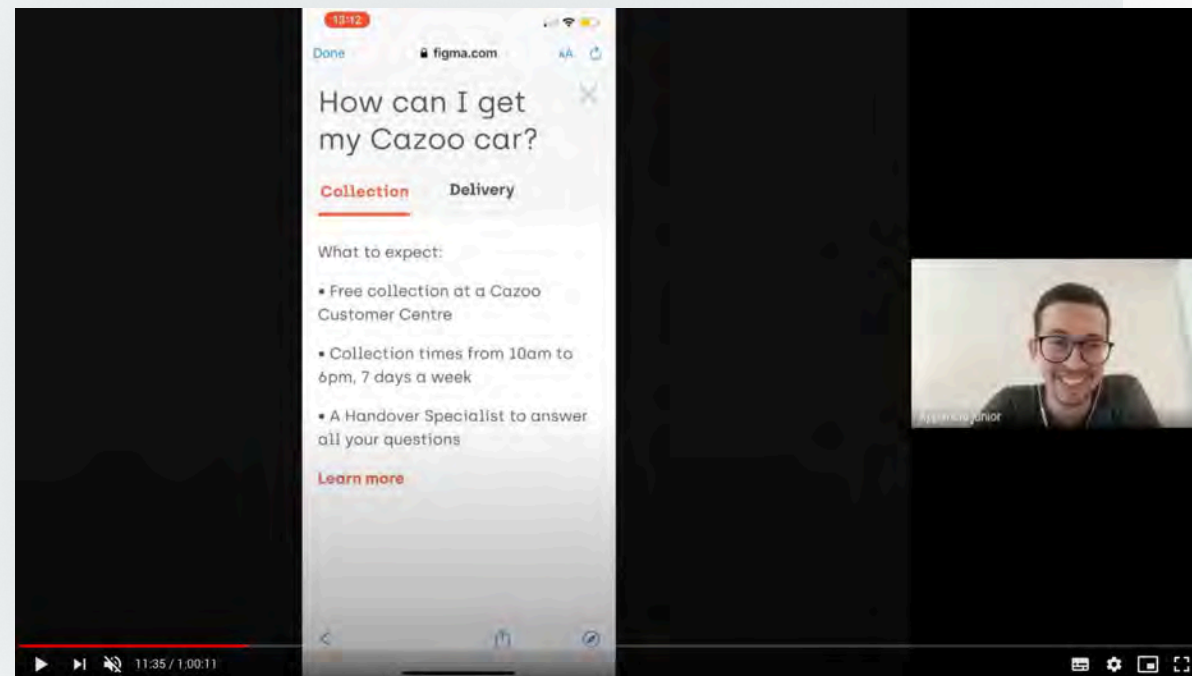
Concept & Testing

Decided to test the live website on the first round to pin point what problems the page had, also tested 3 new designs to understand which of them actually solved the problem.

From the beginning to end we had a cross-functional refinements to improve faster.
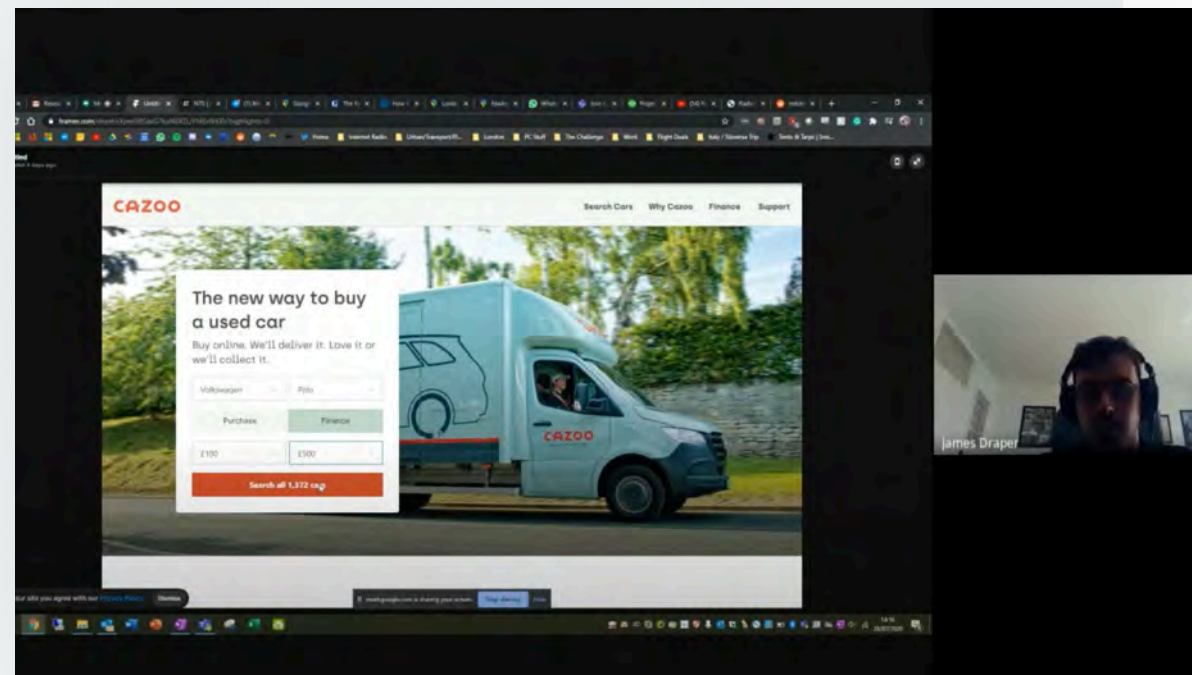
UI + IA + Content

Using simpler patterns and accessible iconography with labels, adding a finance calculator in each details page, also highlighting important facts about the car.

RESULTS

+54%
get started clicks

+35%
360° gallery

+63%
imperfections gallery

+45%
page view rate

+73%
completed orders

97%
customer satisfaction score

Usability + Delight

- users engage more with the gallery
- page is consistent visually
- easier to read on F pattern
- brand trust increased with imperfections gallery

HERO®

Connect online shoppers
with associates in-store
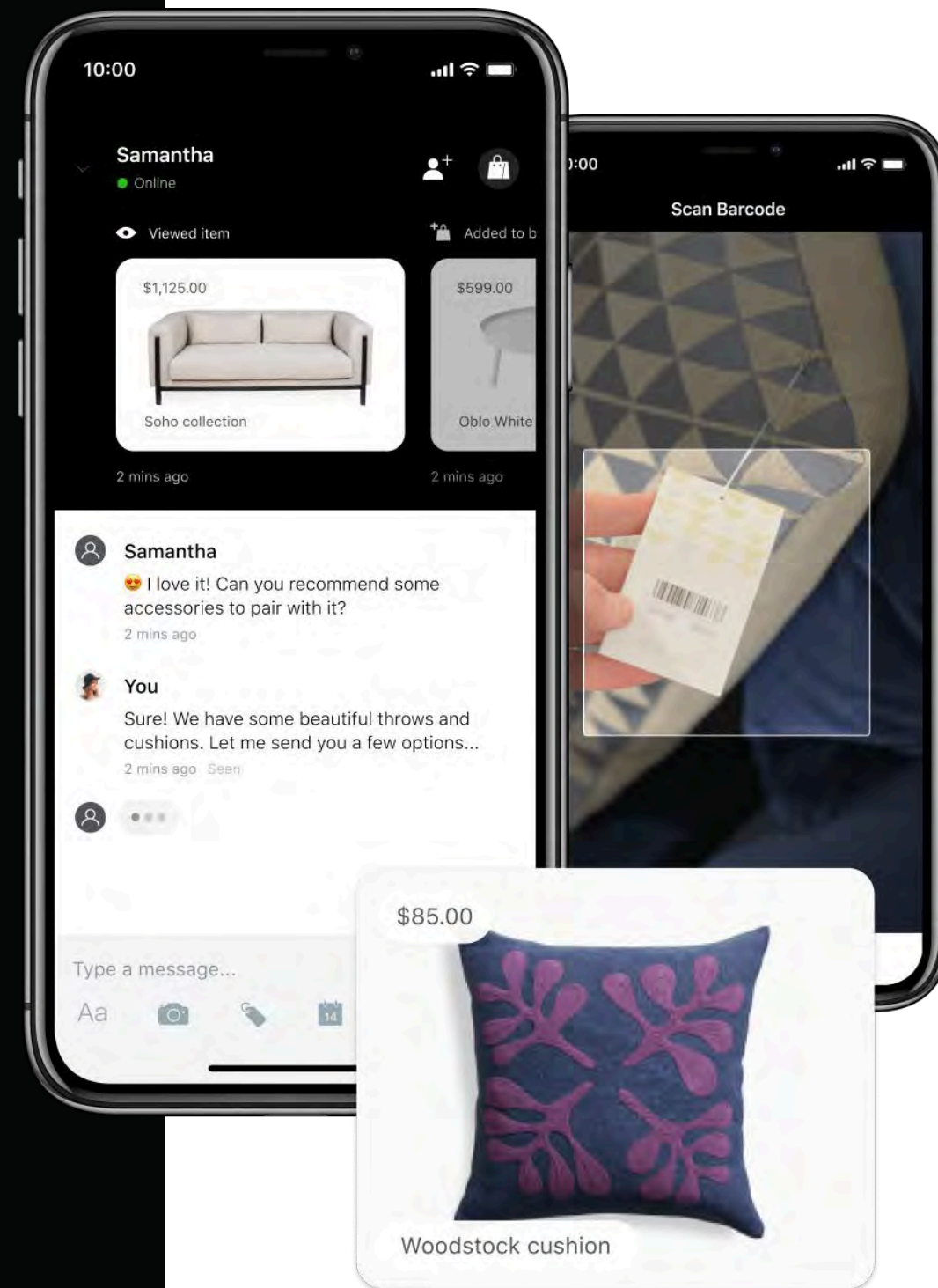
MY ROLE

Lead Product Designer in colllaboration with:
Scrum Master, Data Scientist, Customer Service
and iOS/Android Developers.

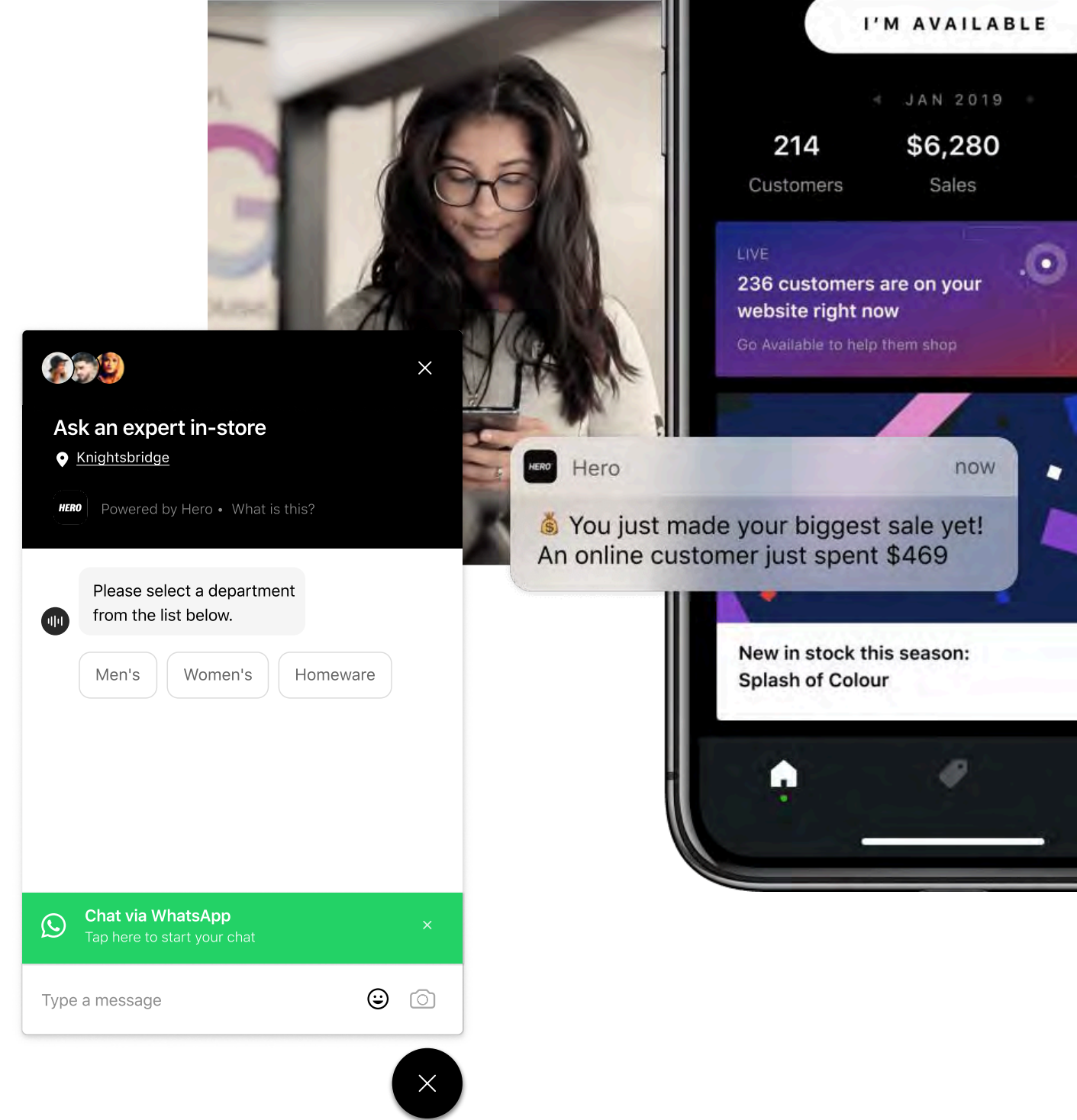**TIMELINE**

Entire project from research to delivery was 7 months.

Associate app & Web Chat

Hero brings the store experience online. Helping shoppers and associates to connect. The platform includes an online chat on the store website and an app for associates to manage their clients.

Clienteling using WhatsApp

Shoppers can chat by text and video while on the website; the problem is when users leave the website. How can associates keep in touch? How can we upsell?

- increase sales

- attract in-store visits and returning customers

- bridge the gap between shoppers and associates
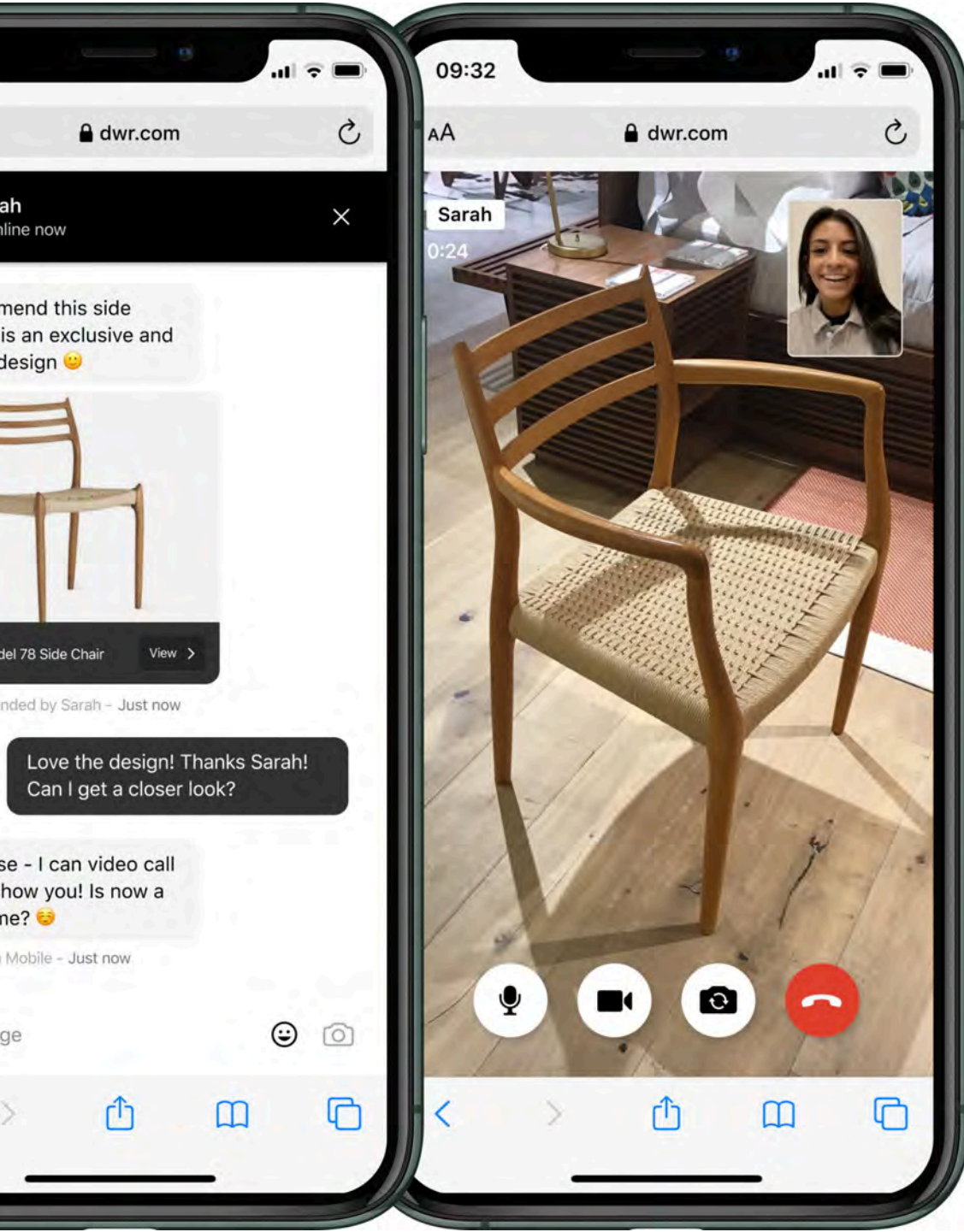
Shoppers want on demand advice

How to design a behaviour of shopping?

How to profit when stores are closed?

- the need to increase sales channels
- customers don't like webchats
- empower users to have a 1:1 with associates

Compliance and 24 hour window

· each store have its compliance guideline

· WhatsApp Business 24 hours window

· one-time messages need to be approved

· users would see WhatsApp Business profile

· routing messages to the correct associate

- **Standard Messaging** - Businesses will have up to 24 hours to respond to a user. Messages sent within the 24 hour window may contain promotional content. We know people expect businesses to respond quickly, and businesses that respond to users in a timely manner achieve better outcomes. We highly encourage businesses to respond to people's messages as soon as possible.

- **Message Tags** - Enable businesses to send important and pe updates to users outside the 24 hour Standard messaging w message tags to support certain use cases. The message ta Agent tag (in Closed Beta) that allow businesses to manually messages within a 7 day period. Learn more here.

- **One-time Notification** - Enable businesses to request a user to se message after 24-hour messaging window have ended. Learn mor
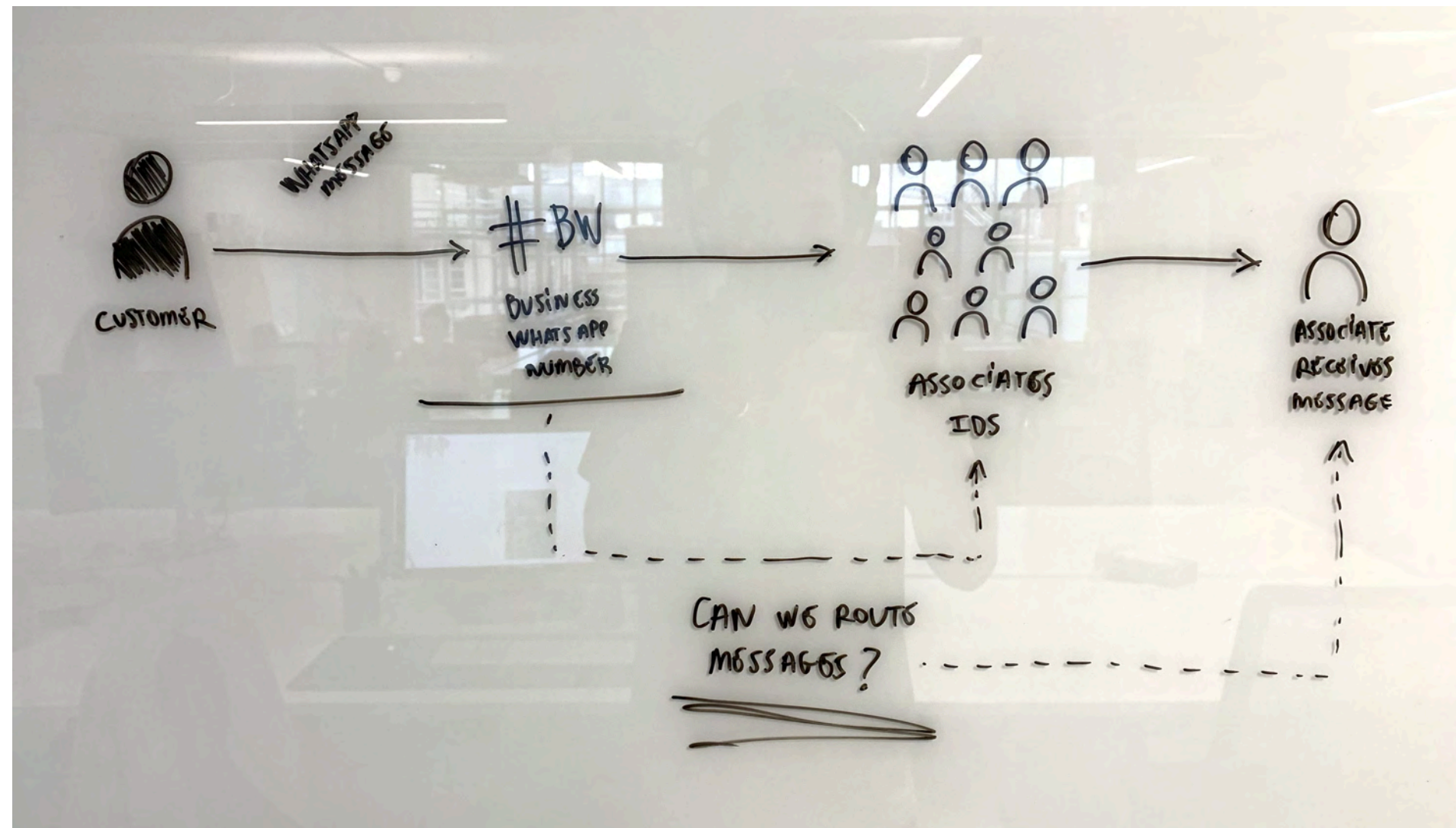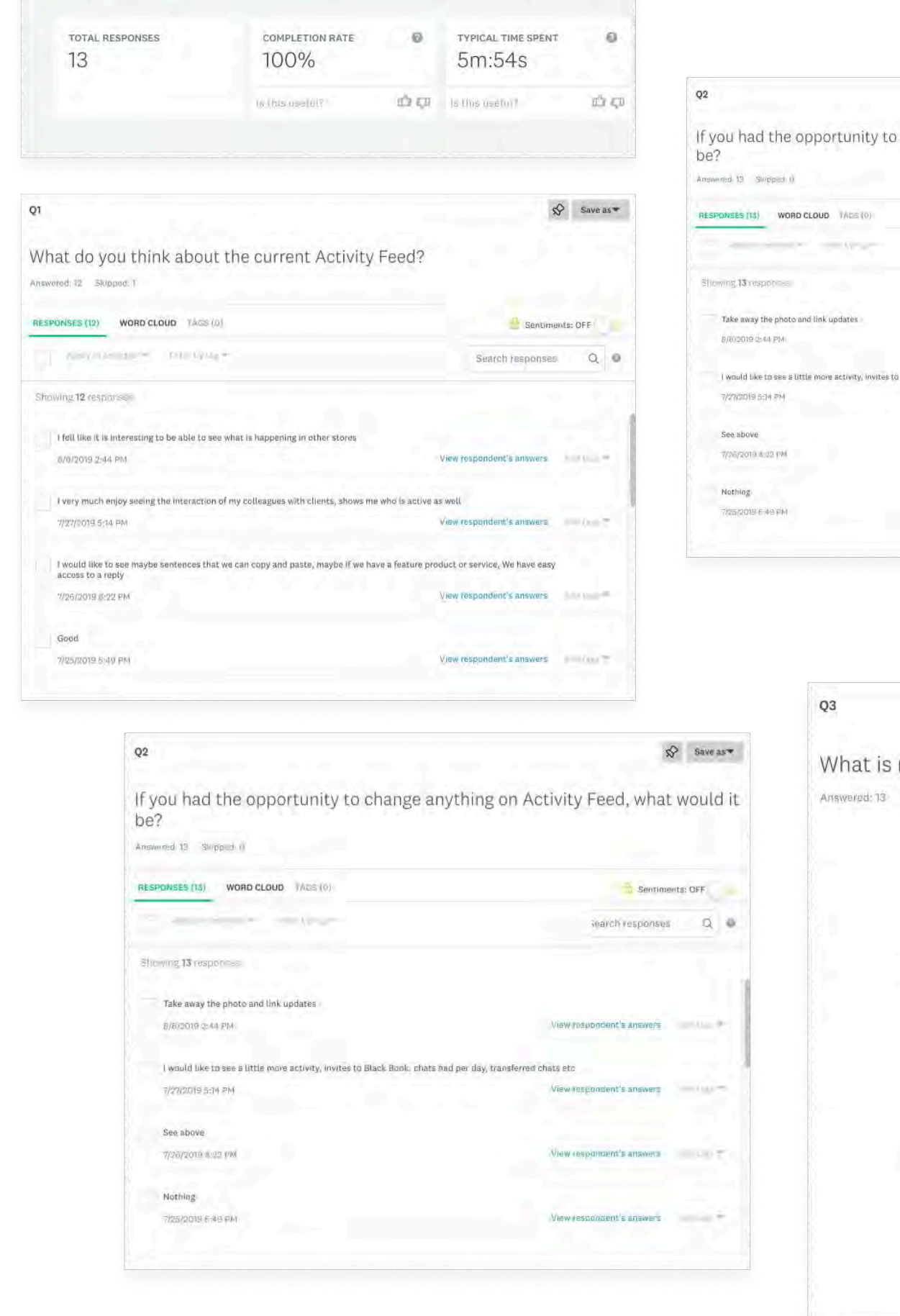
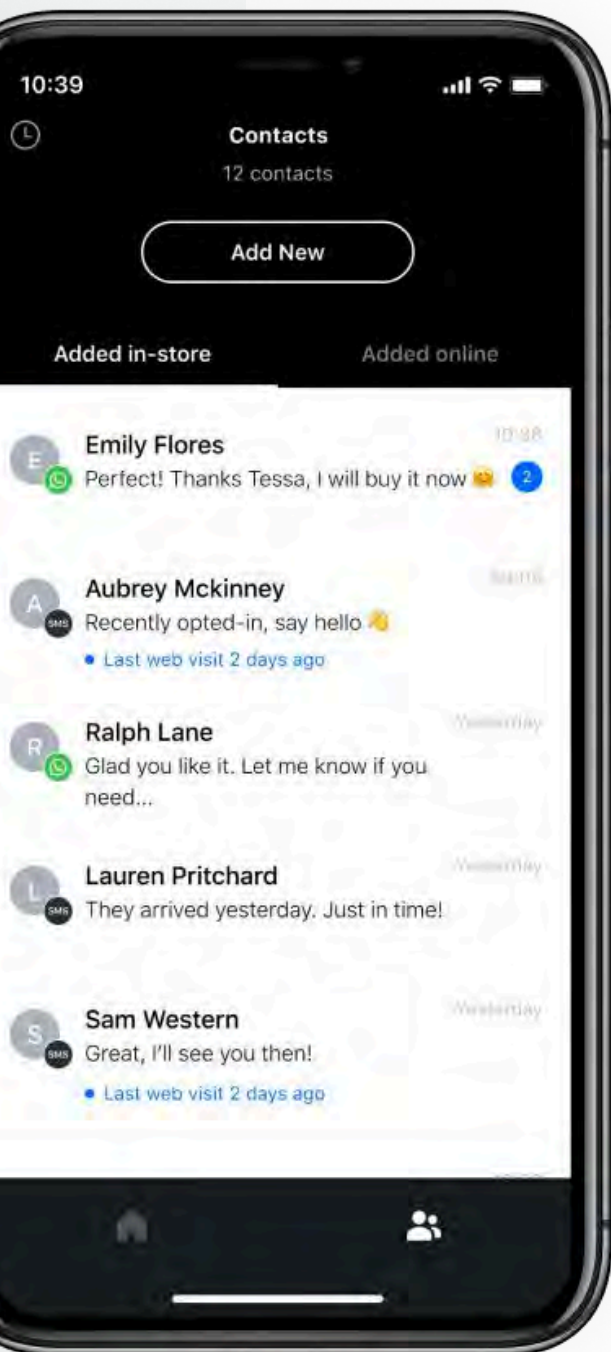dev and design collaboration, found a way to route messages

THE PROCESS

Research & Testing

To understand shoppers and associates, I ran surveys and interviews, gathering data at the beginning was essential to map the journey.

An MVP was launched to a smaller group of stores, challenging if all constrains were not blocking the experience.
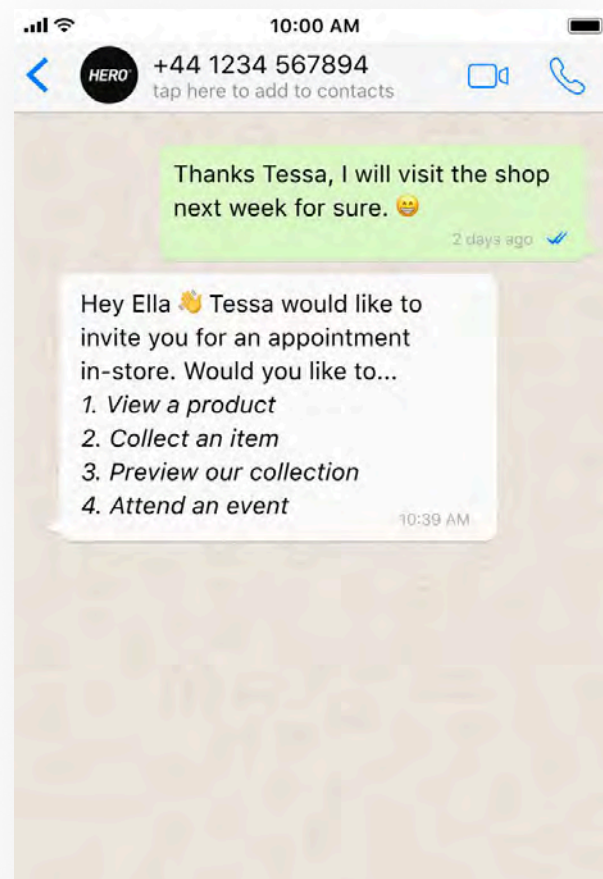
SOLUTION

Out of stock and follow-up

Shoppers can use WhatsApp as the main chat platform and associates will reply using Hero app.

Plugin

PDS – Messenger

Product Design System for the Plugin Messenger experience

PDS - Messenger

Edited yesterday

Mobile

PDS – iOS

Product Design System for the iOS Associate App

PDS - Hero iOS UI Kit

Edited 4 days ago

Incoming Chat...

For you and 5 other team members

+3

14

SECONDS

Accept This Chat

New chat incoming...   3

‹ **Favorites**

Save your favorites
Send your favorites to yourself and friends

Trending   Recommended   Viewed

Recommended

Nike React Element 55
£100

Nike Joyride Run Flyknit
£100

Nike Jo
£100

Aisha
● Online

👁 Viewed item   Added to b

£599.00

Ritchie collection

£599.00

Ritchie coll

• 2 mins ago   • 2 mins ago

10:00 AM

clothingco.com

HERO
Shop your nearest store

📍 Knightsbridge Store

♥ Favorites

See our in-store favorites up close

🛍 Check availability in-store   ›

💬 Ask an expert in-store   ›
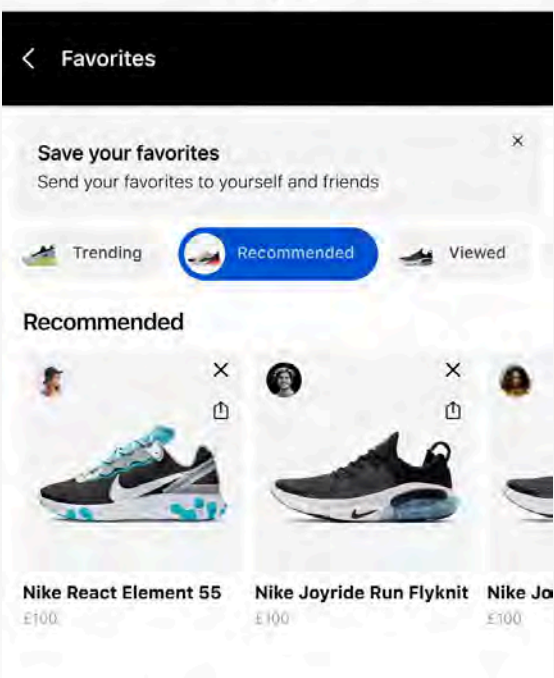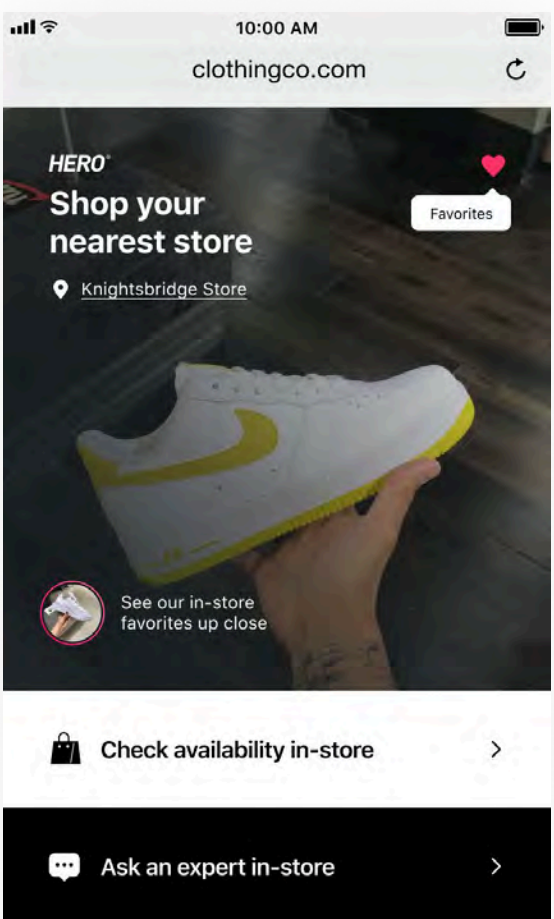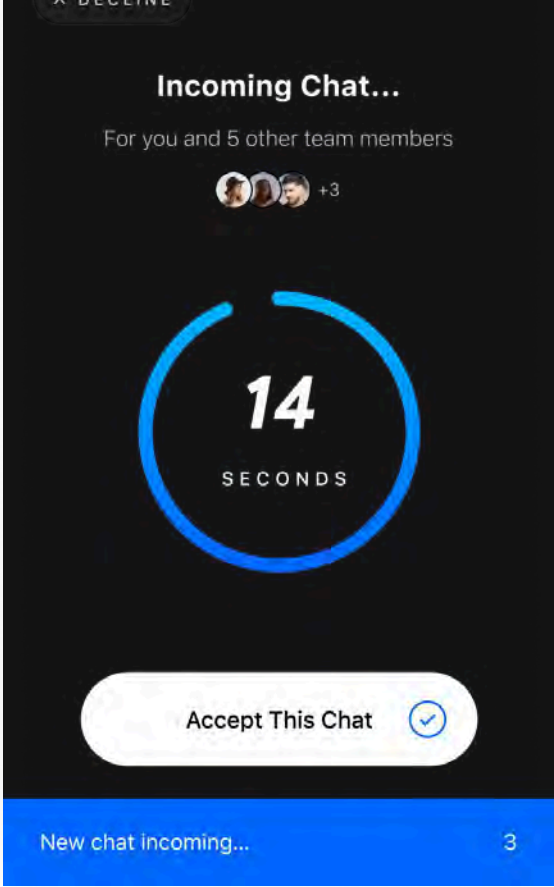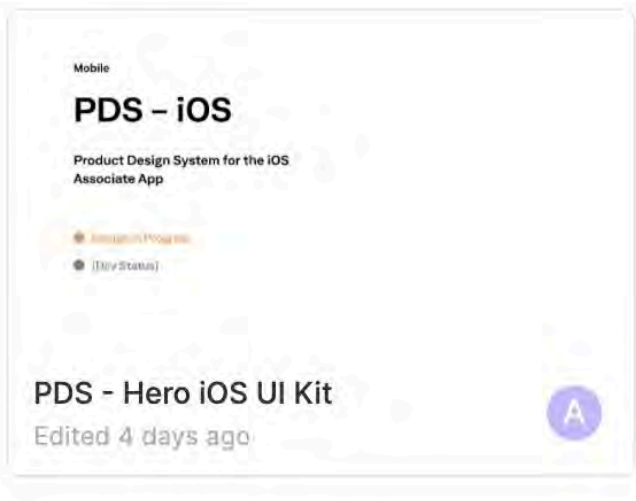

Item reservation confirmed

Ready for pickup in-store, Emma.

Knightsbridge

33 King's Rd, London, SW3 4LX

Expires: 20:00 today

Nike Joyride Run Flyknit
£100
Black/Blue
IF 44 (UK10)

👑 Meet **this month's highest converting** [associates]! 🙌

Tessa Jones just made his 150th product recommendation.

💖 🚗🛍🛒🎉🥂🎁

💰 **This week's biggest sale** was by **Nikos Buse**. Congrats! ✨

Stay in touch with Tessa

Choose the best channel below to continue this chat for personalised advice when you need it.

SMS   WhatsApp   Email

🇬🇧 +44 |123 456 7890   ›

☐ I agree to receive Whatsapp texts from [company] about my interests and special offers at the number I have provided. This consent is not a condition of purchase.

RESULTS

1 in 3

customers go in-store
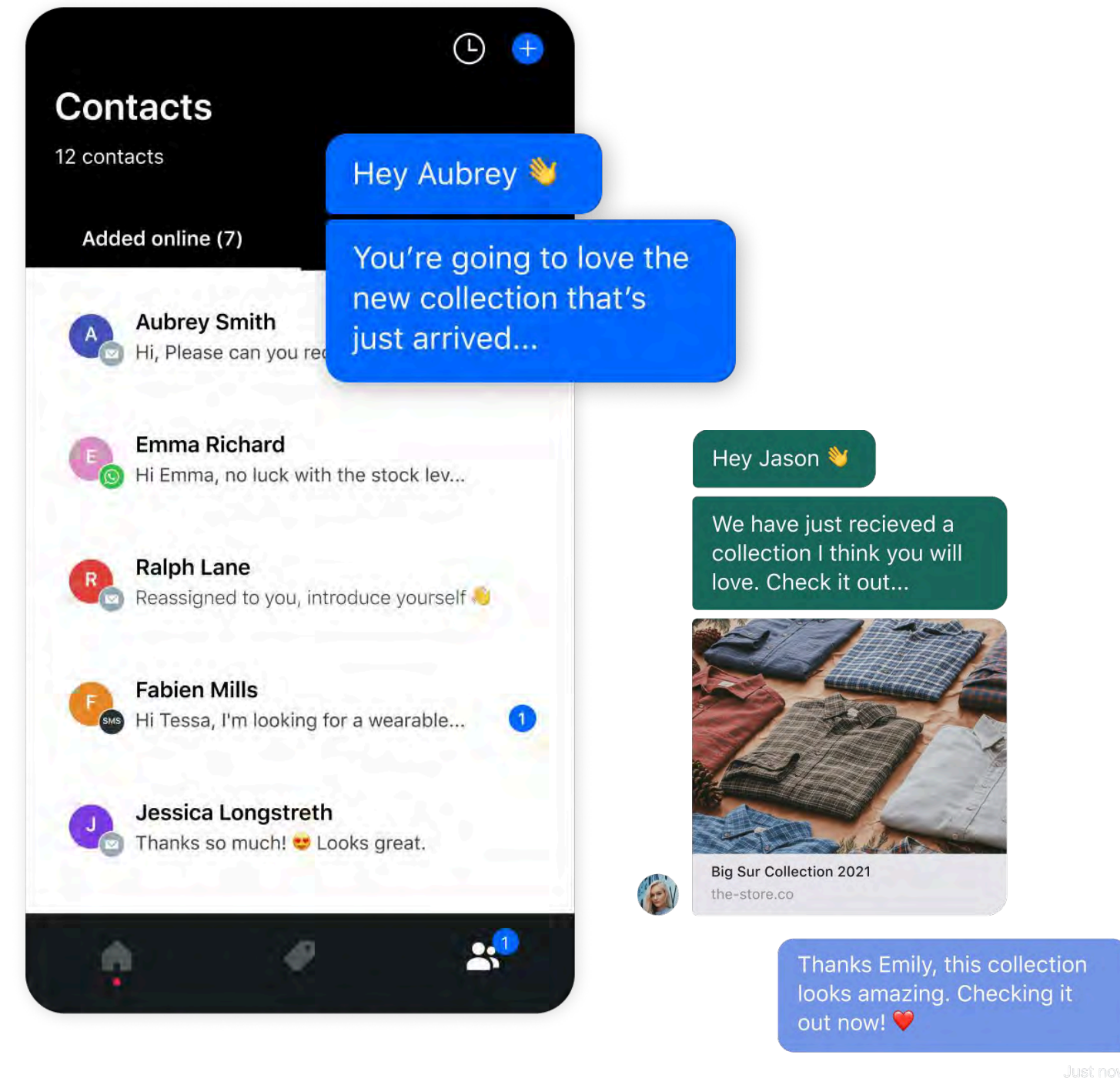after interacting online

+60%

of customers using
WhatsApp to chat

+70%

amount spent on
purchases

LEARNINGS

Limitations make us more creative.

THANKS, NEXT STEP

Let's work together