



Christopher Dal Din

Lead Product Designer

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About

Professional Summary

I'm a versatile design leader with 15 years of experience. I've worked in both start-ups and established businesses, helping to create new products and improve existing ones. I'm skilled at managing uncertainty, building design teams, and creating processes that drive innovation and results. I excel in environments that require strategic planning, hands-on work, and collaborative leadership.

Achievements & Strengths

Key Achievements

- **Start-Up Success:** Built and scaled design teams and processes in multiple start-ups, enabling rapid product development and market validation.
- **Business Impact:** Babylon Health – Reduced partner onboarding and telemedicine offerings from 1 day down to 1 minute.
- **Product Optimisation:** Increased user engagement by up to 35% and reduced onboarding time through strategic product iteration and user-centered design – ProQuo AI.
- **Process Improvement:** Successfully iterated on existing products to drive significant improvements in user engagement, customer satisfaction, and business outcomes. (Babylon Health, Vixa from the Automotive Association, ProQuo, EqualEd, Storageroomz).

Core Strengths

- **0-1 Product Design Development:** Proven success in building products from the ground up as a founding designer, defining product vision, and creating user-centered solutions from scratch.
- **Scaling & Iteration:** Expertise in optimising existing products for enhanced user experience and business outcomes, driving measurable improvements through iterative design processes.
- **Ambiguity Navigation:** I thrive in ambiguous environments, defining problems, creating structure, and leading teams to deliver innovative solutions.
- **Versatile Experience:** Track record of success in both start-up and established business settings, adapting design strategies to meet the unique needs of each environment.

Technical skills

Program Proficient

Figma	Notion
Adobe C Suite	Trello
Miro	Jira
Dovetail	Confluence

Experience & Interests

Experience & Skills

Experience design
Design strategy & process
Design systems
Team management

Creative Pursuits

Intaglio print making
Painting
Illustration
Cycling & bike building

Lead Product Designer

Vixa from The AA – Connected car IoT. London, UK

Dec 2022 - Jan 2025

- **End-to-End Design Leadership:** Spearheaded the user experience for Vixa, a car wellness app, from discovery through design to launch, achieving 13K active users.
- **Strategic Design Impact:** Developed and implemented comprehensive design strategies that enhanced user engagement and satisfaction.
- **Cross-Functional Collaboration:** Partnered with cross-functional teams to successfully deliver the Vixa app beta and national launches.
- **Design System & Branding:** Established a robust design system and processes for development, while managing branding and style guides with external agencies

Senior Product Design II

Infogrid – Healthy buildings IoT technology. London, UK

Jun 2022 - Dec 2022

- **Design Leadership:** Led the design of the Pipe monitoring product, enhancing data visualisation and improving the overall product experience.
- **User-Centered Design Process:** Conducted regular user interviews to understand customer needs and pain points. This insight informed the design of prototypes that were iteratively tested and refined to enhance the overall product experience.
- **Outcome and Impact:** Implemented iterative design processes to improve data visualisation and reduce the time customers spent on regulatory maintenance schedules. Enabling customers to better manage pipes and water systems, ensuring compliance and prioritising safety.

Product Design Director

ProQuo AI – Brand tracking management. London, UK

May 2020 - May 2022

- **Design Vision & Strategy:** Led the design vision and strategy for R&D teams across the UK and South Africa, creating a comprehensive design system and establishing robust user research processes.
- **Team Leadership & Growth:** Led recruitment and growth of the design team, mentoring and managing 3 designers to ensure their success.
- **UX Impact & Revenue Growth:** Implemented UX improvements that increased platform retention rates by 35%, directly contributing to revenue growth.
- **App Redesign & Launch:** Successfully led an app redesign sprint, delivering a revamped version in just eight weeks from audit to launch, tested with a close group of customers in the US (4) and UK (6). Achieving faster customer onboarding and reducing product value curve.

Senior Product Designer

Babylon Health – Telemedicine. London, UK

October 2018 - April 2020

- **Design Leadership:** Led the design and discovery process for the Partner Portal, overseeing the end-to-end experience.
- **Partner Portal Expansion:** Expanded the Partner Portal to facilitate self-onboarding for partners, enabling them to provide telemedicine services to their customers (B2B2C), thereby enhancing the overall healthcare delivery ecosystem.
- **Collaboration & Research:** Collaborated with the customer success team to conduct user research, improving operational efficiency and developing a new enterprise tool.
- **Product Development:** Through regular design, testing, and iteration, enabled partners to easily configure their own digital products & offerings using Babylon's technology.
- **GP @ Hand – App UX:** Contributed to the UX design of the GP @ Hand native app, focusing on enhancing the B2C user experience to improve new customer account creation and NHS health record matching.

Lead Product Designer

EqualEd – Ed-tech. London, UK

April 2018 - July 2018

Senior UI/UX Designer

Collinson Group – Priority Pass. London, UK

May 2017 - April 2018

Founder + Lead Designer

Storageroomz – Community Storage. London, UK

November 2016 - 2019

Senior UI/UX Designer

Valtech – Information Technology and Services Agency. London, UK

April 2015 - March 2017