

KAILAS ELMER

Senior Product & UX Designer | End-to-End Product Design | Design Systems | Research-Led and Data-Informed

www.kailas.co.uk | British citizen | UK-based, remote or hybrid

PROFILE

Senior product and UX designer with over twelve years leading end-to-end design for complex, multi-system software, much of it in regulated and enterprise settings. I take products from problem definition through research, design and testing to delivery, I build and govern design systems in Figma, and I design to results, using data and testing to improve what I ship. Advanced in Figma, strong across UX, visual and content design, and used to multidisciplinary teams, balancing user needs against business and technical constraints across the whole journey.

I bring an unusual range alongside the core craft. I have worked with applied AI since 2015, including an early machine-learning platform built with people from DeepMind, and I write about AI and technology. I also founded and publish Trebuchet, an international magazine, so brand, editorial and content design sit naturally beside the product work.

WHAT I BRING

End-to-end product design. Problem definition through research, design, testing and delivery, repeatedly, at BP, Ford, Cazoo and The Economist. Comfortable owning the whole arc.

Design systems. Building and governing Figma design systems (tokens, components, patterns) with accessibility and documentation, at BP, BMW and The Economist.

UX, visual and content design. Strong visual and UI craft and content design, with rapid prototyping and high-fidelity work in Figma (advanced).

Research and facilitation. User research, usability testing and workshop facilitation, turned into clear design decisions. MSc from the LSE in a research discipline.

Data-led and conversion-focused. GA4 and analytics to find problems and measure improvements, with A/B testing and funnel work. Subscription and checkout at The Economist; a data-led booking redesign at Azzurri.

Stakeholder collaboration. Balancing user, business and technical constraints across engineering, security, legal and commercial teams, and aligning people without formal authority.

AI-literate. Hands-on with AI and AI-assisted design tools, and a professional writer on AI and technology, with a decade of context on the field.

SELECTED WORK

Senior Product Designer | BP, Fearless | *July 2021 to March 2024*

- Led end-to-end design on a knowledge platform for 67,000 users; built and governed a Figma design system; content design, IA and WCAG 2.1 AA; designed a commodities calculator and carbon-credits dashboard

Senior CX Strategist | Ford, VMLY&R | *March to July 2019*

- Led discovery and service design on Ford's commercial fleet spare-parts supply chain across Europe and the Middle East; ecosystem and journey mapping, and a service dashboard that fed into Ford Pro and FORDLiive

Lead Product Designer | The Economist | *July 2018 to March 2019*

- Visual language, interaction patterns and component structure for a subscription platform; owned subscription and checkout flows against live data

Senior Product Designer | Cazoo, Kin+Carta | *2021*

- Designed, tested and validated a service-side, FCA-regulated mobile app for operatives, iterating from usability testing with real users

EXPERIENCE

Product Designer | Various Clients, Independent / Freelance | *November 2024 to present*

- End-to-end product design for clients across UX, IA, service design and research, including a data-led mobile booking redesign for Azzurri Group (240-plus UK restaurants) in 2026

Product Design Lead | PwC, WongDoody | *June 2024*

- Website information architecture, key templates and AI integration for PwC, with component and visual system work in Figma

Product Design | BMW, Splendid Unlimited | *2020*

- National dealer design system and component set deployed across more than 500 UK dealerships

Lead IA and ML Platform | Conde Nast | *2015*

- Designed a machine-learning-powered CMS for Vogue editors, working with people from DeepMind

ALONGSIDE

Founder and Publisher, Trebuchet Magazine. An international art and culture title in print and digital since 2007. Brand, editorial, content, print production and audience, run end to end.

Writer and speaker on AI and technology. Published writing on AI and design, and guest lecturing on art, media and technology.

TOOLS AND EDUCATION

Figma (advanced: components, variants, tokens, prototyping, dev handoff), Miro, Adobe Creative Suite, HTML and CSS, GA4, AI-assisted design tools.

MSc Anthropology and Development, London School of Economics

BA (Hons) Anthropology, University of Adelaide.

British citizen, UK-based, open to remote or hybrid. Portfolio at www.kailas.co.uk. References on request.