



## Christopher Dal Din

Lead Product Designer

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## About Me

### Hello I'm Chris

End-to-end product designer with over 15 years of industry experience, I create experiences that leave a lasting impact, resonate with users, and add value to businesses. Originally from New Zealand, I've been living and working in London for the past 13 years

## Qualifications & Training

### Academic Qualifications

Bachelor of Design (B.Des) Visual Communication.  
School of Art and Design, CPIT Christchurch, New Zealand.  
February 2004 - November 2008

### Training courses

Nikki Hill Coaching & Consulting - Leadership course, 2022  
Jeff Gothelf - Lean UX course, 2015 & 2016  
Business pitch and presentation skills, 2016

## Technical skills

### Program Proficient

Figma, Adobe C Suite,  
Miro, Dovetail

### Other tools

Jira, Confluence,  
Notion, Trello

## Experience & interests

### Experience & Skills

Customer experience design,  
Design systems, Design  
strategy, Design process,  
Team management,  
Stakeholder management

### Creative pursuits

Intaglio print making  
Painting  
Illustration  
Cycling & bike building

**Current  
Employment**

**Lead Product Designer**

**AA-X – Connected car IoT. London, UK**

Dec 2022 - Present

I'm the lead designer at AA-X defining the user experience for Vixa - Meet car wellness. An app that helps drivers understand their cars and get notified about faults and catch issues before they happen. I work end-to-end in the business and have been developing the product and services from the early phases and involved at each stage from discovery through design and into customers' hands.

**Most recent  
Employment**

**Senior Product Design II**

**Infogrid – Healthy buildings IoT technology. London, UK**

Jun 2022 - Dec 2022

As a Senior Product Designer for the Efficient Building Tribe, I focused on the Infogrid pipe monitoring product. Conducting user interviews, collaborating with stakeholders, and leading platform interface design, I followed an iterative process to enhance the overall product experience and data visualisation. My goal was to improve the end-to-end experience, enabling customers to manage pipes and water systems in compliance with regulations and prioritising safety.

**Product Design Director**

**ProQuo AI – Brand management tech. London, UK**

May 2020 - May 2022

As the leader of the design function at ProQuo AI, I led the design vision and strategy for the R&D teams in the UK and South Africa. My responsibilities were creating and designing the product's user experience, creating the design system, establishing user research and introduced design led processes. Additionally, I led recruitment and the growth of design team, providing mentorship and management for the team's success.

**Senior Product Designer**

**Babylon Health – Health tech. London, UK**

October 2018 - April 2020

Senior Product Designer at Babylon Health, I led the design and discovery process for the Partner Portal, overseeing the end-to-end experience. Collaborating with the customer success team, I conducted user research to improve operational efficiency and develop a new enterprise tool. Through regular design, testing, and iteration, the product enabled partners to easily configure their own digital products & offerings using Babylon's technology.

**Lead Product Designer**

**EqualEd – Education Start Up. London, UK**

April 2018 - July 2018

**Senior UI/UX designer**

**Collinson Group – Travel Loyalty agency. London, UK**

May 2017 - April 2018

**Founder + Lead designer**

**Storageroomz – Community storage platform, London, UK**

November 2016 - 2020

**Senior UI/UX designer**

**Valtech – Information Technology and Services Agency. London, UK**

April 2015 - March 2017