KAI MOTTA

SENIOR PRODUCT DESIGNER

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ABOUT ME

Accomplished Senior Product Designer with over 18 years of domestic and international experience. Proven track record of taking products from 0->1, leading UX/UI teams with a results-driven focus. Ability to manage multiple projects simultaneously.

Highly innovative and energetic personality, very passionate about understanding the business challenges and needs in local and global markets. Data driven mindset to produce outstanding results with unbeatable customer experience.

Brands and companies I've produced work for include: Penguin, Travelodge, SEMTA, Saga, eBay, Agent Provocateur, 3, Orange, Barclays, Giff Gaff, Nokia, Honor, Huawei, Sony, O2, Blackberry, Mindshare, Air Canada.

EMPLOYMENT HISTORY

Lead Product Designer - Infuse IT
March 2024 - July 2024

- Led UX/UI for new data testing software MVP. Full end-to-end journey experience. Instrumental in taking product from 0 ->1
- Effectively led discovery sessions with key stakeholders to facilliate the understanding of the product, outline business and user goals, leading to competitor analysis and identifying gaps in market
- Full collaboration with developers and key stake holders. Presented ideas, provided reasoning for decisions, mentored team on benefits of user-centric design
- Developed and designed sitemaps, user flows, clickable interactive prototypes and UI kit. Produced testing document for when product goes to market

Sabbatical
October 2023 – March 2024

Lead Product Designer – YuMOVE
March 2023 – October 2023

- Delivered key UX changes to ecommerce website leading to 27% uplift in online conversions, 25% increase in subscription revenue and data capture boost increasing from less than 50 data points per week to over 4000
- Conducted primary research to gain insights from website data. Interviewed internal and external stakeholders
- Developed usage scenarios and created wireframes, storyboards, sitemaps and screen flows to continuously improve customer experience and drive CRO
- Collaborated within the Product Squad and with key internal stakeholders (primarily Global Head of Product) to ensure client expectations were met

Lead Product Designer – Penguin Books
Oct 2022 – March 2023

- Conducted full UX audit and evaluation of the Penguin digital environment highlighting and discovering potential user issues to be analysed and tested while working closely with the analytics team
- Full UX review of Penguin website, deep-diving into the data to provide optimisation recommendations, and delivering an implementation roadmap, focussed on KPIs
- Led design of websites and digital experiences based on needs of key consumer segments

PROFESSIONAL DEVELOPMENT

Certified Prompt Engineer – Blockchain Council
Certified Generative AI – Blockchain Council

TESTIMONIALS

"Kai has the honour of being my last consultant hire in my career. I needed a UX Consultant to help my product team develop its thoughts and understand some more on how to create a great user experience and style the user interfaces consistently and coherently according to their variant needs

I got lucky. Kai gave a masterclass in bringing the team up to the plate, forming the correct Q&A sessions; identifying persona's; developing clickable prototypes, style guides, colour palettes and generally mentoring the team.

Thoroughly professional and great fun to work with."

Marcus Catt– CPO – Infuse IT

"Kai worked with us as a freelance consultant and added huge value bringing significant technical skills and expertise. He was the perfect blend of 'inside' by slotting seamlessly into our in-house team and 'outside' bringing an outsider's perspective and experience beyond our industry. He was a pleasure to work with and I would highly recommend him."

Rebecca Sinclair – Chief Brand Officer – Penguin

"Kai is a well rounded User Experience professional and brings his "A" game to the project(s) he's working on. Kai is a pleasure to work with – he is personable and connects with teams quickly when working through business requirements. Kai is a self starter and an autonomous worker delivering a high standard of work as well as valued thought leadership. I look forward to working with Kai in the future."

Luke Christison – Global Chief Information & Technology Officer at Mindshare

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EMPLOYMENT HISTORY CONT.

Interim Lead Product Designer - Yell
Jan 2020 - April 2020/Jun 2021 - July 2022

- Led the UX team in the creation of a marketplace involving a conversational commerce chatbot to enable customers to contact businesses leading to significant traffic and revenue flowing through the platform.
- Worked collaboratively with Product Leads to shape initial project requirements and ongoing strategic direction
- Championed the use of quantitative/qualitative research to inform decisions, ensured that there was a clear rationale for the teams' work, led the UX lab testing material and direction

Senior Product Designer - Mindshare Worldwide
July 2019 - Jan 2020

- Led UX on multiple projects – Took one proect from 0 > 1. Identified and interviewed stakeholders and key players within the UK business and globally from account directors, media planners, executors to account managers
- Delivered key competitor analysis, collated requirements and constraints for the product while working within an agile framework
- Designed and developed the brand guidelines, component libraries and recommended software to improve performance and processes while advocating constantly the benefits user-centric design

Senior Product Designer - Yell
March 2019 - May 2019

- Led the UX deliverables on a key Yell product with user research, workshops, sketching, journey mapping, prototypes, visual designs and product development. Shaping it's development through periods of reiteration in a scrum environment
- Worked with head of product and product owners on different Yell products across both web and app, advising and encouraging team discussions, while supporting and mentoring junior members of the team

Senior Product Designer - SEMTA
July 2018 - Nov 2018

- Led the UX side of the project to create a proof of concept for not-for-profit organisation SEMTA, who are responsible for engineering skills for the future of the UK's most advanced sectors.
- Intepreted discoveries into lo-fi prototypes/data visualizations from initial inception meetings for a new product that analyses an SME's or corporation's workforce, highlights gaps, and offers solutions with apprentices nationally and globally, to increase chances of winning tenders.

Senior Product Designer - Travelodge
Feb 2017 - June 2018

- Significantly involved in new business customer site providing a full UX/ UI process contributing to 60% growth in 6 months.
- Delivered end-to-end journey design, reduced bounce rate across the ecom platform, mentored juniors and evangelised UX principles.
- Worked with Google platinum partners on a UI map solution
- Lab tested design and developed work after a series of UX methods
- Rewrote the brand guidelines for the digital UI

SKILLSET

Skill	Level
Figma	●●●●○
Sketch	●●●●○
Adobe Photoshop	●●●●○
HTML&CSS	●●●●○
Wordpress	●●●●○
Axure RP	●●●○○
Zeplin	●●●○○
Invision	●●●○○
Final Cut Pro X	●●●●○
Logic Pro X	●●●●○

PERSONAL SKILLS

Skill	Level
Social	●●●●○
Commitment	●●●●○
Organization	●●●●○
Creativity	●●●●●
Communication	●●●●○

WEBSITE AND APP

Examples of work can viewed at
www.kaimotta.com

LIFE OUTSIDE OF WORK

Outside of work I indulge in lots of creative pursuits. I study art, visit galleries constantly around the world and exhibit my own work too which can be viewed at https://www.kaimottaart.co.uk/

I like to run, cycle and keep myself up to date with politics and social issues both global and locally whilst venturing and learning about sustainability with my allotment and 2 polytunnels. I'm also currently learning Italian.