

Adam Bruzon

Senior / Principal UX Designer

FinTech · Complex Journeys · Design Systems · High-Fidelity UI · WCAG AA · AI-Assisted Prototyping

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Profile

Principal-level UX Designer with 12+ years' experience designing complex digital products, regulated customer journeys, design systems and high-fidelity interfaces across finance, telecommunications, utilities, technology and media.

Recent Santander UK experience includes redesigning mortgage and home-moving journeys across mobile and desktop, transforming complex lending and account-servicing workflows into clearer, more accessible digital experiences.

Strong design systems background, with experience creating scalable Figma architecture, reusable components, design tokens, documentation and engineering handoff for enterprise teams.

Works to WCAG AA standards and uses AI-assisted workflows, including Figma Make, Figma MCP, Codex and LLM-supported prototyping, with human review applied to all outputs for usability, accessibility and production suitability.

Best fit for

Senior UX Designer, Principal UX Designer, Product Designer, UX/UI Designer and Design Systems roles involving complex customer journeys, regulated products, financial services, account servicing, mobile/web flows, accessibility and high-quality design execution.

Relevant experience snapshot

- Redesigned Santander UK mortgage and home-moving journeys, simplifying complex lending, porting and account-servicing workflows into clearer mobile and desktop experiences.
 - Built and maintained enterprise design systems for Santander, Telefónica, British Gas and Virgin Media.
 - Unified 10 Telefónica subsidiary brands under a shared multi-brand design system, including typography, colour, layout rules, design tokens and brand identity rules.
 - Delivered 30+ reusable design-system components across 10 Telefónica libraries with centralised documentation and implementation guidance.
 - Worked to WCAG AA standards, including documented accessibility acceptance criteria for British Gas design-system components.
 - Collaborated directly with Product, Engineering, Research, Analytics and Business teams from discovery through to engineering handoff.
 - Used Figma Make, Figma MCP, Codex and LLM-assisted workflows to accelerate prototyping, documentation and front-end validation, with human review of AI outputs.
 - Created executive-facing data visualisation and visual storytelling work for Apple, supporting senior stakeholder decision-making.
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Key skills

UX Design & Product Thinking

Customer journeys, user flows, interaction design, information architecture, problem framing, journey optimisation, usability testing, research synthesis, service touchpoints, stakeholder alignment.

UI / Product Design

High-fidelity UI, responsive web, native mobile, visual design, prototyping, production-ready design, visual storytelling, data visualisation.

Design Systems

Figma libraries, component architecture, reusable components, design tokens, typography, colour, layout rules, visual language, documentation, governance and engineering handoff.

Accessibility

WCAG AA, inclusive design, accessible components, accessibility acceptance criteria, usability testing and accessible interaction patterns.

AI-Assisted Design

Figma Make, Figma MCP, Codex, ChatGPT, Claude, LLM-assisted prototyping, AI-assisted documentation, human review of AI outputs.

Tools & Technical

Figma, Sketch, Axure, Adobe Illustrator, Adobe XD, Jira, Confluence, Frontify, ZeroHeight, Visual Studio Code, HTML, CSS, JavaScript, NodeJS, ExpressJS, GitHub.

Client history

June 2025 - Present

Build2Enjoy

AI

Senior UX / Product Designer – AI Product Design & Prototyping
(Contract)

- Led end-to-end UX and product design for a native mobile AI application, defining core user flows, interaction patterns and high-fidelity mobile UI.
 - Used Figma, Figma Make, Figma MCP, Codex and Visual Studio Code to move quickly from product concept to working prototype.
 - Created production-ready design direction, interface patterns and front-end validation to support faster product iteration.
 - Applied AI-assisted workflows while maintaining human review for usability, accessibility, privacy, hallucination risk and production suitability.
 - Bridged product strategy, UX design, UI execution and technical prototyping to validate complex product ideas quickly.
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July 2023 - June 2025

Santander UK

Finance

Senior UX Designer – Mortgages, Home-Moving & Account Servicing
(Contract)

Homes

- Led the UX redesign of Santander UK mortgage and home-moving journeys, helping move complex call-based lending and servicing processes into clearer responsive digital experiences.
- Simplified mortgage porting, home-moving, customer decision-point and account-servicing workflows across mobile and desktop.
- Translated regulated financial services requirements into accessible customer-facing flows, balancing customer needs, business rules, risk and delivery constraints.
- Produced high-fidelity UI screens, prototypes, structured Figma files and design specifications to reduce ambiguity during engineering handoff.
- Worked with User Research, Analytics, Product and Engineering teams to identify behaviour patterns, journey friction and usability improvements.
- Applied WCAG AA standards and contributed to design-system consistency, scalability and maintainability across high-impact mortgage journeys.
- Acted as a UI and brand consistency guardian across complex financial journeys.

Selected experience before 2023

2012 – 2022

UX Design · UI Design · Design Systems · Mobile/Web · Accessibility · Data Visualisation · Front-End Prototyping

Before Santander, I worked across enterprise design systems, customer self-serve journeys, mobile applications, responsive web products, internal tools, data-heavy interfaces and front-end prototypes for clients including **Telefónica, Virgin Media, British Gas, Crown Commercial Service, BP, Apple, SimpleStream, Datto / Autotask, Completely Group, Aston Martin, John Wiley & Sons, Ahold and John Lewis.**

Key skills applied

Design systems at enterprise scale

Built and maintained component libraries, reusable patterns, documentation and governance across Telefónica, British Gas, Virgin Media and Santander, including multi-brand systems, accessibility guidance and engineering handoff.

Complex journey design

Simplified self-serve and account-management journeys across British Gas, Virgin Media and Santander, including billing, payments, Direct Debit setup, troubleshooting, authentication, mortgage and home-moving flows.

High-fidelity UI and production-ready design

Created polished mobile, desktop, responsive web and internal product interfaces for Santander, Apple, BP, Telefónica, Virgin Media, British Gas and SimpleStream, with a strong focus on clarity, consistency and delivery quality.

Accessibility and usability

Applied WCAG AA, inclusive design and public-sector usability standards across Santander, British Gas, Virgin Media and Crown Commercial Service, including accessible components, interaction patterns and acceptance criteria.

Research-led product decisions

Used research, analytics, user interviews, A/B testing, multivariate testing, personas and prototype validation across Santander, Virgin Media, BP, Completely Group and Crown Commercial Service to shape clearer product and journey decisions.

Data visualisation and complex information design

Turned operational, customer, executive and systems data into clearer visual interfaces for Apple, BP, Virgin Media, Ahold and Datto / Autotask.

Mobile, responsive and technical prototyping

Designed and supported native mobile, responsive web and front-end prototypes across Virgin Media, SimpleStream, Aston Martin, John Wiley & Sons, BP and Build2Enjoy, using production-aware handoff and front-end understanding to reduce delivery friction.