

Mehrshad *Abbaslou*

LEAD PRODUCT DESIGNER · UX ENGINEER

CONTACT

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PORTFOLIO

[withcontexts.com](#) - 8 live, interactive case studies

STATUS

Open to UK roles · London or remote

Summary

UK-based Lead Product Designer and UX Engineer with 10+ years across enterprise AI/ML, BI and data visualization, healthcare (NHS) and travel. I lead end-to-end product design: user research, prototyping, usability testing, design systems and front-end implementation (HTML, CSS, JavaScript, React, Storybook). Outcomes measured in adoption, retention, conversion and time-to-insight.

10+

YEARS SHIPPING

500+

FEATURES DELIVERED

3,491

DESIGN TOKENS

10k+

APP DOWNLOADS

Experience

APR 2025 - PRESENT

Remote from the UK

Lead Product Designer | UX Engineer

Open Innovation AI · Enterprise ML Platforms

- Design lead for enterprise MLOps products; own UX from research to shipped, token-audited UI.
- Architected a design system of 3,491 tokens, 220 components and 91 documented laws, with automated AI design QA.
- Built OI Lite, an AI-assisted prototyping workshop: PMs and engineers create production-grade Storybook prototypes in plain English; root-caused and redesigned 20+ platform UX problems.

NOV 2021 - APR 2025

London, UK

Lead Product Designer | UX Engineer

Astrato Analytics · BI & Data Visualization

- Led design across two product pods; line-managed two designers; shipped 40+ features end to end.
- Dashboard adoption +22%, time-to-insight -35%; reusable design system cut build time 40%.
- Designed the Data Explorer join canvas and an AI insight assistant (natural language to visualization): time-to-insight -68%, adoption +70%, query errors -44%.

SEP 2019 - DEC 2021
London, UK

User Experience Designer
Mindwave / NHS · Digital Health

- Delivered five high-priority NHS initiatives during COVID, to the UK GDS Service Standard and WCAG accessibility.
- Youth mental-health app: 10,000+ downloads in three months; older-adult care app lifted engagement 60%; remote patient platform cut appointment wait times 8%.

MAR 2019 - JAN 2020
London, UK

Sole Product Designer
Villa Plus · Travel, E-commerce

- Only designer: first mobile app from scratch plus a full web overhaul in under a year. Conversion per lead +24%; post-booking cancellations -80%.

MAY 2018 - OCT 2019
London, UK

UX/UI Designer
Travel Direct · Travel Apps

- Three mobile apps concept-to-App-Store in nine months; booking conversion +31%; support tickets -45%.

FEB 2015 - MAY 2018
London, UK

Founder | Design Consultant
DTC Design London · Design Studio

- Grew a studio from two clients to a team of eight; clients included the Victoria and Albert Museum.

Skills

Product & UX	Product Design, UX/Interaction Design, Human-Centred Design, Design Thinking, Product Strategy, Growth & Retention
Research	User Interviews, Usability & A/B Testing, Personas, Journey Mapping, Mixpanel, Amplitude, Hotjar
Systems	Design Tokens, Component Libraries, Atomic Design, Storybook, Figma, Design QA, Developer Handoff
Engineering	HTML, CSS, JavaScript, React, Tailwind, Git, Agile/Scrum, Jira
AI & Data	AI-assisted Design Ops, AI UX, LLM Prompting, MLOps, BI Dashboards, Data Visualization
Accessibility	WCAG 2.2, Inclusive Design, Privacy by Design

Education

MSc Computer Science · Ravensbourne University London, 2017-2019
BA (Hons) Interaction Design · University of the Arts London, 2013-2016