

Shad Abbaslou

Product Design Lead · Hands-on across AI, Agents and Workflows · Open Innovation · London

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PROFILE

Product design lead, ten years designing and building enterprise software across healthcare, travel, data platforms and AI, in Figma and in the codebase throughout. Now product design lead at Open Innovation in London, hands-on across AI, agents and workflows, designing across five product teams on an enterprise AI programme.

I make the things the work runs on: design systems with governance, user research with real sample sizes, AI agents and prompts, and the prototyping workflow the whole company uses.

LOOKING FOR
a hands-on product design lead role in AI platforms, health or data tools.

~15s

from a sentence to a working prototype, built from production components · 3,396 design tokens, 91 numbered rules behind it

CASE FILE 001

94%

of a live NHS beta said it should continue in use · 21 people, one clinic, three weeks, after 70 survey responses

CASE FILE 003

4 of 5

participants rated the redesigned modelling task easy, on tape · 29 people across two delivery pods, over three years, one designer

CASE FILE 002

+18%

conversion on group bookings of ten or more, support queries down 25% · sole designer, two platforms, under a year

EXPERIENCE

NOW

Product Design Lead · Open Innovation · London

- Built and maintain the design language end to end: the design system, the component library, the documentation and the governance that keeps five products and nine designers speaking one language.
- AI agents, prompts and workflows are part of the role: the design and product teams build with them every day, and I build and maintain them.
- Rebuilt the platform's frontend language with the frontend team: **3,396** design tokens in a three-layer chain, a six-layer atomic hierarchy, **91** numbered rules, and dark mode shipped without touching component code.
- Built an institutional memory (the DS-Brain) of **378** documents and **6,683** cross-links, read by engineers and AI agents alike, with an append-only decisions log.
- Shipped an AI prototyping workflow that took the designer off the critical path: a PM or designer types one sentence and gets a working Storybook prototype built from production components in about **15 seconds**, so nothing in the loop waits for a designer and nothing it produces needs rebuilding.
- Taught the whole company atomic design through an interactive class (engineers, PMs, sales).

Case file: [withcontexts.com/work/oi-design-system](#)

3+ YEARS

Lead Product Designer · Astrato, by Vizlib · London

- Sole designer across both delivery pods of a Snowflake-native analytics platform, 29 people in teams of 9 and 20, for over three years.
- **4 of 5** participants rated the redesigned modelling task easy, on tape: rebuilt the data-modelling join canvas from its backlog ticket down and validated it in moderated usability testing sessions with attention heatmaps.
- Designed Astrato Insights, the platform's AI assistant, with the SQL shown and editable rather than hidden.
- Built and owned the component libraries; specs shipped as designed.
- The business case was redundancy: teams were independently replicating dashboards the model could not express, producing duplicate data views and the query bill to match. Centralising that into one Data Explorer was the headline result of the redesign.

Case file: [withcontexts.com/work/astrato](#) · Novo Nordisk and JBS: [withcontexts.com/work/novo-nordisk](#), [withcontexts.com/work/jbs](#)

A YEAR

Product Designer · NHS trust, CAMHS (anonymised) · London

- Ran discovery to beta for a two-sided youth mental-health service: 19 interview sessions with 12 people, 70 survey responses, three co-design workshops, aligned to the GDS Service Standard.
- Designed the privacy model (Gillick competence, parental consent, sharing only by explicit choice) and the clinician dashboard that adds no workload.
- Beta shipped to a live clinic: 3 clinicians, 10 patients, 8 parents over three weeks.
- 94% of those beta users said the system should continue in use. Patients wrote four journal entries a week each, in a product deliberately built with no streaks and no escalating reminders.

Case file: withcontexts.com/work/safe-space

UNDER A YEAR

Sole Designer · Villa Plus · London

- Designed the company's first mobile app from scratch and overhauled the web booking flow, end to end.
- Rebuilt group pricing around trust: a Change Tracker attributing every price movement, honest flight-price badges, a 10-minute price hold.
- All 5 usability-test participants completed the full 15-person group booking unaided.
- At launch: conversion up 12% for groups of 5 to 9 and 18% for 10 or more.
- Drop-off from flight selection to payment down 30%, price-related support queries down 25%, booking NPS up 15 points.

EARLIER

UX Designer · Travel Direct, then DTC Design · London

- Product and UX design across travel and agency work, where the ten years start: booking flows, marketing sites and client work.

EMPLOYERS AND CLIENTS

OPEN INNOVATION	employer
ASTRATO	by Vizlib
NHS	CAMHS
NOVO NORDISK	on Astrato
JBS	on Astrato
VILLA PLUS	employer
TRAVEL DIRECT	employer

SKILLS

DESIGN

product design, design systems, design tokens, Figma, FigJam, Storybook, WCAG 2.2

BUILD

HTML, CSS, JavaScript, React, Tailwind

EVIDENCE

user research, usability testing, UserTesting, Mixpanel, Amplitude, Hotjar

AI AND DESIGN OPS

AI agents, prompt design, AI prototyping workflows, Jira, agile

EDUCATION

MSc Computer Science

Ravensbourne University London

BA (Hons) Interaction Design

University of the Arts London

References

On request, from colleagues in the roles above.