

Head of Design

MULTI-BRAND DESIGN SYSTEMS · PRODUCT UX · AI-AUGMENTED BUILD

Head of Design with around nine years across product UX and brand, currently leading design at HR Grapevine. I pair senior craft, multi-brand design systems, KPI-led redesigns and zero-to-one product and brand with genuine, hands-on AI fluency: I am my organisation's formal AI champion and the sole builder of a multi-project AI tooling system I authored myself. The result is **one designer who operates like a small team**, owning the whole surface from first identity to shipped product.

EXPERIENCE

Head of Design

Sep 2024 – present

HR Grapevine, Executive Grapevine International · Remote, UK

- Lead a small, versatile design team, with a cross-training and rotation system built for resilience and to reduce burnout.
- The organisation's go-to for AI: championed AI tools across design, content and marketing for a workflow-efficiency gain of about 20 percent, and authored the company AI best-practice guide.
- Led the full UI and UX overhaul of hrgrapevine.com: engagement rose from roughly 1.5 to about 4 minutes, bounce fell about 20 percent, and monthly interactions per user rose about 75 percent.
- Own a three-brand design system (HR Grapevine, Executive Grapevine, GILT) on a shared type system with tokenised, switchable theming; designed an eight-template website system and built the HRG Live 2027 event landing page.

Lead UX Designer

Jan 2023 – Sep 2024

Executive Grapevine International · Remote, UK

- Led UX for cross-functional teams, running research and usability testing and taking work from wireframes through to high-fidelity prototypes.
- Translated between stakeholders and the design team to keep delivery aligned to business goals.

Digital Product Designer

Apr 2022 – Jan 2023

Executive Grapevine International · Remote, UK

- Produced rapid sketches through to prototypes, then tested and optimised assets for performance.

UI/UX Designer, freelance

2019 – 2023

Sogody · London and Prishtina

- Product, e-commerce and research work for clients including Samsung, Unilever, Havas Media and Brainlabs, run concurrently with the roles above.
- Ran A/B and multivariate testing for KPI uplift and led QA across the team.

Senior Graphic Designer

Jun 2019 – Apr 2022

Signstar · London

- Led the graphic design department: branding across packaging, shopfronts, vehicle livery, out-of-home, print, signage and big format, with end-to-end client management.

Earlier: UI/UX Designer, contract, London (2017 – 2019). Web and mobile UI/UX, research, prototyping, A/B testing and branding.

SELECTED PROJECTS

Paraden FOUNDING DESIGNER · 2026

Founding brand and the first public surface for an early-stage AI product: identity, the live marketing site (paraden.ai), a role-aware waitlist, the motion language and an accessibility pass.

HR Grapevine, three-brand system HEAD OF DESIGN · 2026

KPI-led editorial redesign. Rebuilt the information architecture and an eight-template page system across three brands on shared type with tokenised theming.

AI tooling system SELF-DIRECTED · 2026

A multi-project Claude Code ecosystem of custom skills and specialist agents I authored myself, with a cross-project dashboard and a phone-based human-in-the-loop approval loop.

Funky Design Tools OWNER AND BUILDER · 2026

A subscription product of client-side designer tools, taken from design through to deploy on a modern web stack with Clerk auth and Stripe billing.

Smudge Clarity Cloths FOUNDER · 2022 – 2024

A self-initiated premium product brand taken from name to identity, product design and an Apple-style e-commerce concept, end to end.

CORE SKILLS

DESIGN AND ART DIRECTION

Brand identity systems, art direction, typography, editorial and template systems, motion and interaction design.

PRODUCT AND UX

Product UI/UX, prototyping, KPI-led UX strategy, zero-to-one founding UX, information architecture, research and usability testing, conversion and accessibility (WCAG AA).

DESIGN SYSTEMS AND BUILD

Design systems and tokens, multi-brand theming, developer handoff, design-to-code via AI-directed front-end.

AI AND TOOLING

AI workflow and process design, prompt and context engineering, multi-agent orchestration, skill and subagent authoring, knowledge-base architecture, automation.

LEADERSHIP AND OPS

Team leadership and line management, design-to-business alignment, stakeholder management, process leadership.

TOOLS

Figma, Adobe Illustrator, Photoshop, InDesign, XD, After Effects and Premiere Pro, Sketch, InVision.

EDUCATION

BA, Mass Media Communication

American University in Bulgaria · 2009 – 2013

Professional UX Designer Certification

Google UX Design

Coursera · 2022

LANGUAGES

English, fluent. Albanian, native.