

CHRISTIAN FRADET

Lead / Senior Product Designer | Human Factors | AI-Augmented Design
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PROFILE

Hands-on Lead/Senior Product Designer with a Human Factors Engineering background, combining end-to-end product design, design systems, research, technical collaboration and AI-augmented delivery. Experienced leading and mentoring designers while remaining close to Figma, prototyping and implementation. I use Claude Code, Figma MCP and coded prototypes to accelerate exploration and design-to-code while retaining human judgement over product decisions. My work spans regulated energy, telecom, finance, aerospace and AI-enabled products; at OVO Energy, a redesigned switching journey increased retention by 25% and enabled £42M in blocked debt recovery.

25% retention increase	£42M debt recovery enabled	SOLE DESIGNER multi-market platform	2× AI Summit London speaker
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CORE EXPERTISE

END-TO-END PRODUCT DESIGN Responsive web and mobile, discovery, research, user flows, interaction design, polished UI, prototyping, build-ready specifications and QA/UAT.	DESIGN SYSTEMS & AI-AUGMENTED DELIVERY Components, tokens, governance, Storybook/React collaboration, Claude Code, Figma MCP, coded prototyping and design-to-code workflows.
HUMAN FACTORS & RESEARCH Complex systems, cognitive load, contextual research, usability testing, analytics, decision-making, error prevention and accessibility.	LEADERSHIP & MENTORING Hands-on player-coach leadership, design critique, mentoring, stakeholder influence, craft quality and cross-functional alignment.

EXPERIENCE

Senior Product Designer — Kaluza (OVO Group)	Oct 2025 – Present
- Sole product designer on Nova-KAE, a regulated multi-market platform for ENGIE Belgium, owning customer and operational journeys across a complex product surface. - Translate ambiguous market rules, product requirements and early concepts into clear flows, interaction patterns, prototypes and build-ready designs for move-in/move-out, supply configuration, consumption estimation, customer details and billing. - Work directly with Product Managers, engineers and senior client stakeholders throughout discovery, delivery, design review and UAT, making pragmatic decisions when technical or market constraints cannot be removed. - Extended the existing design library into a scalable multi-market system, defining reusable components, states and localisation patterns for Belgium, France and Australia and aligning implementation with React-based engineering. - Secured the project's first direct user-research access, translated findings into workflow improvements, caught production risks before release through detailed build review and QA, and supported onboarding of an additional designer into complex regulated journeys.	
Senior Product Designer — OVO Energy (Contract → Permanent)	Apr 2025 – Oct 2025
- Led the end-to-end redesign of OVO's responsive 'Take Us With You' journey, helping customers make a complex financial and service decision while moving home. - Used customer research, funnel evidence and decision psychology to identify where and why users abandoned, then simplified the experience around the decisive moments. - Partnered with product, engineering, analytics, content and customer-facing stakeholders from initial exploration through prototyping, build review, QA and launch. - Delivered a 25% increase in customer retention and enabled £42M in previously blocked debt collection, demonstrating direct customer and commercial impact. - Converted from contract to permanent after four months based on delivery quality, craft and measurable outcomes.	
Lead Product Designer — Toffy AI	Nov 2024 – Apr 2025
- Designed a consumer AI product across mobile-oriented and responsive experiences, taking the concept through user flows, interaction design, polished prototypes and delivery-ready specifications. - Built the design system from scratch and established reusable patterns for conversational coaching, confidence communication, human oversight and escalation. - Created a voice-first mode for live training and a visual-primary mode for planning and review, making a complex AI service clear and approachable in different usage contexts.	

Lead UX Designer (promoted from Senior) — Open Reply

Nov 2021 – Jun 2024

- Promoted to Lead for hands-on delivery across three major client accounts; led and developed two designers within a three-person design team while remaining hands-on across client delivery.
- Virgin Media: designed a consumer broadband-switching journey from first principles in a regulated market; led research, detailed interaction design and the O2-to-Virgin Media pattern-library migration with product and engineering teams.
- Apple Vision Pro: designed an interactive 3D financial-data prototype for an investment bank, translating dense information into a clear visual and interaction model on an emerging platform.
- Vodafone Group: created and delivered an AI tools programme and CX assessment framework, upskilling teams on practical AI use, limitations and responsible implementation.

ADDITIONAL EXPERIENCE

Senior Product Designer — Rogers Communications

Oct 2020 – Mar 2021

- Delivered end-to-end product design across a large consumer web and mobile surface, from research and user flows through detailed interaction design, engineering collaboration and QA.
- Worked with the Design Systems team to improve cross-product consistency and applied analytics and usability evidence to prioritise iterations.

Lead UX & Product Consultant — Self-employed

Apr – Nov 2021

- Advised small businesses on product definition, digital transition, e-commerce and user-centred delivery, moving from loosely framed needs to practical, shippable solutions.

UX Designer / Business Analyst — Clifford Chance

Jul – Nov 2019

- Designed fintech/lawtech workflows at a Magic Circle firm, combining co-creation workshops, journeys, prototypes and backlog definition in a regulated professional environment.

Human Factors Engineer / UX Designer — CAE

Apr 2018 – Apr 2019

- Defined cross-vehicle interface standards for Boeing and Airbus flight simulators and designed across aviation, medical simulation and AR/VR surgical systems.
- Applied cognitive-load analysis, error prevention and human-performance principles to interfaces where clarity, consistency and reliable recovery from mistakes were essential. Security-vetted in Canada as part of employment at CAE; this was not UK SC/DV clearance.

LEADERSHIP, DELIVERY & CRAFT

- Hands-on player-coach: shapes direction, mentors designers and raises the creative bar while continuing to produce detailed design work rather than only directing others.
- Visual and interaction craft: Figma, responsive layouts, complex user flows, prototyping, component states, accessibility and polished build-ready specifications.
- Engineering partnership: comfortable discussing feasibility, React component behaviour, edge cases and implementation trade-offs; reviews builds and UATs owned flows against design intent.
- Research and optimisation: contextual interviews, usability testing, cognitive walkthroughs, funnel analytics and session-recording tools including Google Analytics, Hotjar and Maze.
- Commercial product thinking: connects customer behaviour, delivery constraints and measurable business outcomes rather than optimising screens in isolation.
- Collaborative leadership: led and developed designers at Open Reply and supported onboarding and development of an additional designer on ENGIE Belgium; confident with founders, directors, PMs, engineers, researchers, content and marketing partners.
- AI-augmented practice: uses Claude, Claude Code, Gemini, custom GEMs and Figma MCP workflows for exploration, rapid coded prototyping, UI iteration and design-system documentation. Built Site Signal Review as a functional AI-assisted prototype moving from product framing and information architecture to testable interaction behaviour.

EDUCATION, CERTIFICATIONS & TOOLS

EDUCATION & CERTIFICATIONS

- Human Factors for AI — Duke University, Fuqua School of Business (2023)
- Artificial Intelligence — Oxford Saïd Business School (2019)
- Advanced Web and Interaction Design — UCLA Extension (2014)
- Master's studies, Human Factor Engineering & Ergonomics — Polytechnique Montréal (2006)
- B.Eng., Industrial engineering and Product Design — Polytechnique Montréal (2003)
- B.A., Urban Studies and Human Systems — Concordia University (1991)

TOOLS & METHODS

- Figma, FigJam, Miro, Storybook, Jira, Confluence, Axure, Adobe Creative Suite
- Google Analytics, Hotjar, Maze, usability testing, contextual inquiry, journey mapping
- Design systems, tokens, component documentation, accessibility (WCAG), localisation
- Claude, Claude Code, Gemini, custom GEMs, ChatGPT, Figma MCP, HTML/CSS prototyping
- Two-time speaker, AI Summit London (2022 and 2023)