Suraj Soren

Lead Product Designer | AI | Product Strategy | UX Leadership

- Phone: +44 777 942 7031 |
- Portfolio: https://ssoren.framer.website/
- Linkedin: https://www.linkedin.com/in/suraj-soren-6bb85994/
- Email: surajsorendesign@gmail.com
- Location: Birmingham, UK (Open to relocation internationally)

Profile

Lead Product Designer and **Strategic Design Leader** with 10+ years of experience driving **product vision, design strategy**, and **cross functional leadership** across enterprise software, **AI**, telecommunications, and **consumer technology**. Proven track record of **leading multidisciplinary teams**, influencing executive stakeholders, **mentoring designers**, and translating emerging technologies into scalable, user centred products. **Experienced in shaping product roadmaps**, aligning **OKRs**, and delivering **measurable commercial outcomes** through strategic UX, service design, and **AI powered innovation**.

Professional Experience

Lead Product Designer | BT Group (BT Business & EE)

Mar 2023 – Present | Birmingham, UK (Hybrid, Full Time)

- Led the strategic redesign of core B2B merchant experiences, delivering a 3.5x increase in conversion rate and generating **£3.93M in net new annual revenue.**
- Defined the **product vision**, UX strategy, and roadmap for the UK Fabric NaaS platform, securing executive stakeholder alignment across a £10M investment.
- Drove cross functional leadership across Product, Engineering, and Commercial teams to shape strategic planning, **align OKRs**, and deliver scalable enterprise solutions.
- Led the UX strategy for BT's first digital self serve checkout, **reducing agent handled transactions by 30%** through streamlined user journeys.
- Defined and designed Agentic AI powered proposal workflows using Conversational UI, **reducing proposal cycle time by 40%** while mentoring teams on emerging AI capabilities.

Business Partner & Head of UX/Product Design | Blackbelt AI

Mar 2025 – Present | Birmingham, UK (Hybrid, Freelance)

- **Lead product strategy** and UX architecture for custom Agentic AI systems, translating complex backend workflows into intuitive enterprise experiences.
- Partner with executive stakeholders to define product vision, prioritise roadmaps, and align **AI initiatives** with business objectives and OKRs.
- Design and **launch production ready AI products** from prototype to MVP in under 12 weeks, accelerating client delivery timelines.
- Coach client teams on AI adoption, organisational design, and user centred product strategy to support long term transformation.
- Facilitate executive workshops and mentoring programmes on practical AI implementation, achieving a 10/10 NPS across cohorts.

Founder & Creative Director | Studio Soren Limited

Jan 2025 – Present | Birmingham, UK (Hybrid, Freelance)

- Lead product strategy, design operations, and executive stakeholder management across startup and **enterprise engagements**.
- Build and **mentor multidisciplinary teams delivering UX**, UI, SaaS, and AI enabled products for clients across multiple international markets.
- Developed an **AI powered design to code workflow** using Figma AI, Claude Code, V0, and Lovable, reducing prototyping time by 40%.
- Defined the **end to end product framework** for a digital recipe platform connecting 35+ consumer brands and major UK supermarkets.
- **Produced investor ready product strategies**, business cases, and roadmaps to support fundraising and commercial growth.

Lead Product Designer | Brandborne Limited

Jan 2021 – Mar 2023 | Birmingham, UK (Remote, Full Time)

- Led product design **initiatives for global clients** including SharkNinja, partnering closely with engineering and executive leadership teams.
- **Delivered three successful MVPs** from concept to launch, establishing repeatable product development processes that expanded agency growth.
- **Directed UX strategy** and platform redesign programmes that improved client engagement metrics by more than 60%.

- **Owned the end to end product design** for the British & Irish Lions fan application, contributing to more than £3M in pilot revenue.
- **Mentored junior designers and championed best practices** in product thinking, stakeholder management, and cross functional collaboration.

Product Design Engineer | BaByliss / Conair

Sep 2018 – Dec 2020 | Birmingham, UK (On-site, Full Time)

- Bridged industrial design, engineering, and UX to deliver **connected consumer products** across multiple international launches.
- Applied user research and ergonomic insights to **accelerate product development cycles by 25%**.
- **Established scalable testing methodologies** that eliminated multiple rounds of late stage usability rework.
- **Mentored junior designers** through structured coaching and design critiques, strengthening team capability and delivery quality.
- **Named inventor on two patents**, recognised for innovation in connected consumer product technology.

Product Innovation Designer | Procter & Gamble

Mar 2017 – Aug 2017 | Reading, UK (On-site Full Time)

- Developed and **validated global product concepts** for Gillette and Venus through rapid prototyping and customer centred design.
- Collaborated with **R&D leadership** to align product vision, innovation strategy, and long term roadmaps across multidisciplinary teams.
- **Facilitated co creation workshops** and research programmes to uncover behavioural insights and inform strategic decisions.
- **Designed qualitative and quantitative testing** frameworks that reduced risk across multiple global initiatives.
- Applied advanced prototyping and machine learning techniques to **reduce concept validation cycles by 30%**.

Product Innovation Designer | The LEGO Group

Feb 2016 – Jul 2016 | Billund, Denmark (On-site, Full Time)

- Created physical digital product concepts that combined play experiences with **emerging technologies across flagship themes**.

- **Led user research and rapid design sprints** that informed multi year product roadmaps and successful launches.
- **Facilitated executive presentations**, innovation workshops, and stakeholder engagement sessions for international leadership groups.
- **Collaborated with globally recognised partners** including Nintendo, Star Wars, and Pokémon on co branded product experiences.
- **Built strong cross functional relationships** across design, engineering, and commercial teams to deliver user centred innovation.

Technical Stack, Awards & Education

- AI & Emerging Tech: Claude (Code/Design), Figma Make, Cursor, V0 (AI-to-code), ChatGPT, Midjourney, Relume, Framer, Codex.
- Core Product Tools: Figma (Advanced Design Systems), ProtoPie, Webflow, Jira, Productboard.
- Certifications: Fundamentals of Jira (Atlassian), Articulating Design Decisions (Tom Greever Framework), Accessibility-First Design (WCAG 2.2 Compliance).
- Awards & Recognition: Winner - EE Mobile Design Superhero (2023), Finalist - Design Rush Best App Designs (2025), Highly Commended - New Designers John Lewis Awards.
- Education: BA (Hons) Design for Industry | First Class Honours | Northumbria University

Core Skills

Product Design, UX Strategy, UI Design, Design Systems, Product Strategy, Service Design, User Research, AI Product Design, Agentic AI, Conversational UI, Enterprise SaaS, B2B, Stakeholder Management, Cross Functional Leadership, Workshop Facilitation, Design Operations, Accessibility (WCAG 2.2), Figma, Webflow, ProtoPie, Jira, Productboard.