

JOSH BOWLEY

Head of Design & Design Manager

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Dubai, UAE

EXPERIENCE

Head of Design & Design Manager

Synechron

10/2024 - Present

- Own global design standards, operating model and service offering
- Lead 17 designers across UAE & KSA for clients such as ENBD, ADCB, ADIB, Du and NI/Magnati
- Lead **multi-million-dollar** enterprise bids
- Defined global career pathways for 80 designers

Consultant Head of UX

Anything Agency & Borne Agency

01/2022 - Present

- Delivered large-scale discovery research programmes (over 2 years)
- Defined how the agency position design and how it operates within projects
- **Won £900k+ in pitch revenue**

Senior UX Designer

TescoBank

01/2022 - 10/2024

- Redesigned insurance quote and application journeys end-to-end (mobile & web)
- Increased conversion by **31%**
- **Delivered £1M** incremental revenue
- Partnered with C-Suite on strategic propositions

Head of UX

The Considered

06/2021 - 01/2022

- Led UX transformation across the agency and client portfolio
- Developed and delivered UX strategy for multiple healthcare clients
- Delivered journey mapping, wireframing, prototyping and heuristic reviews
- Embedded analytics-led optimisation into delivery model

Senior UX Designer

Thinkmoney

01/2021 - 06/2021

- Reinvented UX team to establish cohesive UX vision and strategy
- Managed two designers and one UX researcher
- Owned the full experience of the banking app
- Introduced first structured discovery practice and continuous discovery model
- Elevated perception of UX across executive leadership

Head of UX

HavasLynx

2011 - 2021

- Built UX function from 0 to 5 designers, along with the design proposition strategy
- Delivered award-winning healthcare experiences
- Led discovery, research and design for multi-market healthcare experiences used by clinicians and patients

SUMMARY

A hands-on design executive with 15 years' experience leading UX, Product Design and Experience Strategy across enterprise, Fintech, Healthtech and eCommerce environments. I align user insight with commercial strategy, build and scale high-performing teams, and deliver measurable business outcomes.

SKILLS

Experience Strategy

Design Leadership

Enterprise UX Transformation

Digital Product Strategy

User Research

Design Systems

CRO

DesignOps

Stakeholder Alignment

Agile Delivery

Accessibility

AI-Enabled Experience

AI Optimised Workflows

PROFESSIONAL MEMBERSHIPS

Interaction Design Foundation (since 2018)

EXPERIENCE

UX & Ecommerce Experience Lead

Inov-8

📅 2017-2018

- Exceeded ecommerce targets by **20%** on a monthly basis
- Delivered largest product launch in company history with **24hr sell-out** of product