

# Adam Neiland

Currently Head of Design at Banque Saudi Fransi

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www.pixelpusher.net

+971 54 330 6054

## Focused on helping teams deliver meaningful digital experiences

Successful and award winning digital leader with over 20 years of global experience in new product development and bringing new products to market. Highly skilled in all areas of the product life cycle from concept to delivery and continual improvement. Utilises agile frameworks to deliver products on time and within budget. Successful across start-ups, agencies and large corporate environments, both in house and remote. A strong leader, communicator and listener, pursuing design thinking in order to resolve human and business challenges.

### July 2023 - Current. Banque Saudi Fransi, Digital & Innovation Group, Head of Design

As Head of Design, I've driven excellence through streamlined design processes, prioritising user-centricity and design thinking. I've established and maintained a robust Design System, ensuring consistent brand representation. I ensure the team delivers quality designs to high standards based on user needs.

My expertise in cross-functional collaboration has meant I've adeptly managed stakeholders to align design with business objectives. I've also played a pivotal role in recruitment and talent development, nurturing the team's growth.

Throughout, I've championed innovation and research to keep us at the forefront of design trends. In essence, I've optimised design processes, advocated for users, developed a strong Design System, maintained quality standards, fostered collaboration, managed stakeholders, and contributed to talent development and advocated Design Thinking training across the bank.

### August 2021 - July 2023. Banque Saudi Fransi, Senior Design Manager

I held key responsibilities centred on advancing the bank's digital leadership strategy in The Kingdom. This encompassed the delivery of a responsive website and banking app. I also played a pivotal role in enforcing the bank's new brand across departments and external vendors, overseeing the development of a leading Design System. My user-centric design approach involved prioritising end-user needs, conducting and supervising workshops, user testing, and continually refining designs. Please be aware that, due to confidentiality, currently, visuals are not publicly shared.

### Leadership skills

Design process optimisation  
User-centric design advocacy  
Design system development  
Quality assurance  
Innovation and research  
Cross-functional collaboration  
Stakeholder management  
Recruitment  
Talent development  
Training and workshops  
Conflict resolution

### Digital skills

Design thinking  
Digital transformation  
Analysing business challenges  
Discovering opportunity  
Product design lifecycle  
Human-centered design  
Producing user flows  
Prototypes  
User testing  
App design  
Responsive design  
Agile methodologies  
(PSM 1 certified)

### Tools

Figma / Figjam  
Adobe Creative Suite  
Jira / Trello / Miro

### Education

University of Plymouth, UK  
MediaLab Arts BSc (Hons)  
Second Class Honours (Upper Division)

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## March 2019 - August 2021. Concentrix Tigerspike, Lead Product Designer on Solv Gig Platform

Solv is a next gen gig economy customer services platform utilising crowdsourcing to allow people to set their own hours and work when they choose from anywhere in the world.

Part of the core product team that took Solv from early proof of concept to go live and grew the platform to service five large revenue generating clients.

### Solv Awards:

- 2020 Silicon Valley Golden Bridge Awards
- 2020 Business Intelligence BIG Innovation Awards
- Winner of a BIG Innovation award 2020
- 2019 Stevie Business Awards, Solv Gig Platform

### Leadership skills

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User-centric design advocacy  
Design system development  
Quality assurance  
Innovation and research  
Cross-functional collaboration  
Stakeholder management  
Recruitment  
Talent development  
Training and workshops  
Conflict resolution

## December 2016 - March 2019. Concentrix Tigerspike, Lead UI Designer

Led Tigerspike's design team. Responsible for team growth and quality.

- Manage and grow design practice
- Oversight and direction of ongoing projects
- Recruitment and mentorship
- Produce pitches and proposals with Sales, Delivery and Engineering

Leading our team for our key client, Emirates. Overseeing website and App design for the highly successful launch of the new Emirates.com and continual improvement the App.

### Digital skills

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User testing  
App design  
Responsive design  
Agile methodologies  
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## February 2012 - 2022. Director at PatMyBack

Owner and creator of PatMyBack, a platform to record and celebrate positive achievement by students in schools. Created and delivered PatMyBack from concept to launch to help schools record and celebrate a job well done across the world.

### Tools

Figma / Figjam  
Adobe Creative Suite  
Jira / Trello / Miro

## July 2016 to November 2016. Senior Designer at Vodafone (Contract)

## July 2011 to June 2016, Senior Digital Designer at HeathWallace

HeathWallace, a WPP company, delivers digital solutions for global brands in the financial services industry, such as, HSBC, Nationwide and, outside of the financial industry, the launch of digital communications company EE.

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