

Adam Neiland

Currently Executive Design Manager at Abu Dhabi Commercial Bank

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 corporate environments, both in house and remote. A strong leader, communicator and listener, pursuing design thinking in order to resolve human and business challenges.

February 2024. Abu Dhabi Commercial Bank (ADCB),

Executive Design Manager

In my role as Executive Design Manager, I lead the engagement with stakeholders to meticulously gather and synthesise requirements. I manage and direct external agencies, ensuring the creation of innovative digital products and enhancements that significantly elevate both user experience and business performance. My responsibilities also include presenting complex concepts and progress updates to stakeholders, facilitating informed decision-making. I oversee the translation of design visions into tangible, market-ready digital solutions by guiding cross-functional development teams, and enhancing customer interaction and satisfaction through our digital platforms.

July 2023 - January 2024. Banque Saudi Fransi, Digital & Innovation Group,

Head of Design

As Head of Design, I enhanced design excellence by refining processes and prioritising user-centricity. I developed a comprehensive Design System for consistent brand presentation and ensured our team met high-quality standards focused on user needs. My role in cross-functional collaboration streamlined stakeholder management, aligning design initiatives with business goals. I also led recruitment and professional development, advancing our team's capabilities. I continuously advocate for innovation and stay up to date with design trends, significantly improving our design practices and promoting Design Thinking across the bank.

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

I played a crucial role in advancing the bank's digital leadership focusing on delivering a responsive website, banking App and leading Design System. I led the implementation of a new brand across the bank and vendors.

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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
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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My user-centric approach involved prioritising end-user needs through workshops, user testing, and continuous design refinement.

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
- 2019 Stevie Business Awards, Solv Gig Platform

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

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

- Managing and growing design practice
- Overseeing and directing ongoing projects
- Recruitment and mentorship
- Producing pitches and proposals with Sales, Delivery and Engineering

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

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.

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, I worked on the launch of digital communications company EE.

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