

Andraé Alexander

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PROFILE

A strategic designer and operations lead specialising in scaling design systems and operational frameworks that empower teams to deliver compliant, accurate, and user-first experiences at scale.

Proven track record building DesignOps capability for regulated financial services (Smart Pension, Royal London), data platforms (dunnhumby), and media (BBC), bridging complex regulatory governance and AI-enabled operations to reduce risk and optimise design efficiency.

Known for hands-on systems thinking, building design tooling and capacity, championing user-first frameworks (including comprehension testing), and coordinating cross-functional collaboration.

Impact includes 70% processing improvement, 20% uplift in user satisfaction, and £300K in cost prevention through operational standardisation across global, cross-functional teams.

Ex-BBC, Smart Pension, and Royal London. Currently at dunnhumby.

OUTCOMES

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- **Smart Pension** | Led cross-squad design operations and intake processes to support 1.5m members, standardised delivery to regulatory requirements across global product teams, reducing user processing time by 70%.
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- **Royal London** | Designed Consumer Duty-compliant insurance journeys for vulnerable customers, developing patterns that balanced regulatory requirements with empathetic, frictionless experiences.
- **BBC** | Led service design transformation for a 10k-page internal platform serving 20K+ employees. Established operational frameworks and training for 300+ editors, reducing onboarding from weeks to 2 days.
- **Smart Retire** | Diagnosed product roadmap misalignment through service design thinking and user research, pivoting from features to structural IA and design improvements that increased comprehension and prevented £300K+ in costs.
- **dunnhumby** | Developed semantic frameworks, AI-enabled workflows, and quality guardrails, aligning design operations with solution architecture, data science, and engineering.

SKILLS

Strategy

- DesignOps leadership
- Product vision and roadmap development
- Stakeholder negotiation and alignment
- Risk and research-based content strategy

Systems

- Taxonomy and metadata management
- Discovery and term store management
- Tooling evaluation and operations

Discovery

- User and industry research
- Comprehension testing and data analysis
- Workshop design, facilitation and co-creation
- Service blueprinting, journey and user flow mapping
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Delivery

- Change management and training
- Design and content system governance
- AI frameworks and prompt engineering
- String development and management

CURRENT ROLE

Senior Content Designer (Design systems and operations) | dunnhumby

Feb 2025 – present

Developing product design and content systems for customer-facing, in-product experiences across a global retail platform.

- **Multi-channel service design**
Collaborating with Product and UI Leads to develop service journeys and cross-channel notification frameworks used by global teams, ensuring visual and semantic consistency across products and localisations.
- **AI governance leadership**
Partnering with Data Science, Engineering, and SMEs to define governance for AI-assisted services. Leading workshops, building review applications, establishing content patterns, and defining quality guardrails to maintain service standards across touchpoints.
- **Cross-squad operations**
Managing design system operations (Figma, Miro), building dashboards (Power Automate, MS Lists), operational workflows (Jira, Confluence, Zeroheight), and evaluating design tooling solutions to improve team capacity and cross-squad delivery.

PREVIOUS EXPERIENCE

Senior Digital Content Designer | Royal London (FTC)

May 2024 – Dec 2024

Designed content experiences for product journeys, helping customers navigate complex financial decisions.

- **Strategic alignment**
Unified fragmented pension initiatives into a coherent proposition and information architecture, using Optimizely data and user research to resolve journeys and terminology.
- **Content patterns**
Developed modular content patterns for insurance products, improving how customers find, understand, and navigate services.
- **Regulatory governance**
Developed Consumer Duty-compliant patterns for vulnerable customers navigating critical illness and bereavement, ensuring accurate, friction-free, supportive pathways.

Lead Content Designer | Smart Pension

May 2023 – Jan 2024

Led content design for pension contribution and income services, supporting customers with high-stakes learning and decisions.

- **Product development**
Designed mobile-first pension journeys for contribution and income experiences. Developed content patterns and interactions around tax, investments, and risk, improving comprehension and reducing customer processing time by 70%.
- **Design operations and team capacity**
Led design operations across 10+ designers, developing design processes, intake processes, and capacity allocation across multiple pension products, ensuring consistent velocity and regulatory compliance.
- **Content design leadership**
Led Design Operations strategy, defining design processes, feedback rituals, comprehension testing, and quality standards that enabled streamlined, cross-functional delivery.

Senior Content Designer | Smart Pension

Jan 2022 – May 2023

Owned content design operations and delivery for retirement income services.

- **Scalable foundations**
Established content standards and progressive disclosure patterns that balanced FCA compliance with user experience, reducing customer friction points.
- **Strategic intervention**
Diagnosed and pivoted a proposed product tour using root cause analysis and research-validated content design. Redesigned architecture and UI that prevented £300K+ in costs across engineering, legal, and procurement teams.
- **Hypothesis-driven design**
Redesigned information architecture and content patterns for pension drawdown experiences, improving customer comprehension.

Content Producer (Service design and architecture) | BBC

2017 – 2021

Led the operational and service design transformation of a 10K-page internal platform serving 20K employees.

- **Service design**
Created service blueprints and journey maps to solve lean wastes across fragmented departmental silos (HR, Production, Procurement, Legal) to improve satisfaction by 20% year-on-year and reduce reliance on manual support.
- **Design operations and governance**
Standardised a task-based service hierarchy and a tiered accountability model to ensure quality and compliance at scale. Established operational workflows and developed a performance platform to monitor user feedback and iterate service delivery.
- **Change management**
Developed onboarding programs, mentorship frameworks, a supporting tech stack, and governance standards for 300+ editors, reducing training time from weeks to 2 days.

TOOLS

Operations | Jira, Airtable, MS Lists, Power Automate

Design | Figma, FigJam, Miro

Knowledge | SharePoint, Confluence, Zeroheight, Dovetail

Analysis | Optimizely, Fullstory

EDUCATION

BA (Hons) Law with Publishing and Media (2.1) | Middlesex University

MSc Marketing (with Merit) | Brunel University