

# EDWARD WYDLER

## Lead Product Design | AI & Automation Consultant

AI Automation | Digital transformation | Business Automation | Operational efficiency

### PERSONAL DETAILS

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### PROFILE

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Strategic Design Leader with 15+ years of experience solving complex digital problems and 6+ years leading design teams. I specialise in bridging the gap between high-level product vision and technical automation. Expert in delivering AI-integrated products that drive operational efficiency for global brands (Dentsu, BP, Shell) and high-growth startups.

**Key skills:** design, usability, automation and technical knowledge of developing site maps, wireframes, visual design concepts, and working prototypes for database-driven websites and mobile apps.

I love working with people. Understanding the problem, asking questions and contextualisation is the key to delivering powerful, personalised digital experiences.

### WORK EXPERIENCE

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#### **06/2025 – 01/2026 – Dentsu – Lead Product Design Consultant (Contract) - London/Remote**

**Focus:** AI Product Strategy & Internal Tooling

- **AI Ecosystem Design:** Spearheaded the design of "Chat with my Documents," an internal app allowing media teams to query client decks/emails for instant, actionable summaries, significantly reducing manual document parsing.
- **AI Briefing Co-pilot:** Led design and research to evolve a POC into a production-ready briefing tool within the client portal.
- **Interface Innovation:** Defined the end-to-end flow, including an "AI right panel" for intelligent pre-fills, conflict detection, and suggestions.
- **Quality Framework:** Established a "minimum criteria" scoring system to validate AI outputs and created 4 essential workflows to transform complex data analysis into clear insights.

#### **01/2024 – Present – Opus Excellence - AI & Automation Consulting – Remote**

**Focus:** Design & Communication consultancy specializing in operational efficiency through automation.

- **Growth Automation:** Doubled the customer base for a Spanish health center by automating customer outreach and streamlining operational processes.

- **UX Transformation:** Revamped the onboarding flow for a UK logistics firm, increasing profit margins by 20% while enabling scale for hundreds of customers.
- **Content Engineering:** Built an automated content engine for a digital agency, increasing video production output by 10x and saving 20 hours per week.
- **Legal Automation:** Designed an automated legal escalation process for a Dutch law firm to manage data protection cases for ~16,000 clients

**08/2022 – 12/2023: air up® – Lead Product Designer (Contract) - Remote**

- Design lead on “Project Reboot” – to design and rebuild the B2C e-commerce site to increase conversion rate by 10%.
- Owned and led the ideation, definition, research, and design processes.
- Shaped the design culture to introduce an agile approach to research and iteration.
- Upskilled in-house design team to level up internal design capability.

**03/2021 – 08/2022: bp – Lead Product Designer (Contract) - London**

- Lead the Advanced Payments sub discipline within the Fleet portfolio with 5 designers under me.
- Design and built advanced analytics solutions for monitoring and surveillance using machine learning and AI. Lead

**08/2020 – 11/2020: Shell – Lead Product Designer (Contract) - London**

- Create a business intelligence dashboard for LT to track and manage end-to-end performance and support decision-making.

**04/2019 – 04/2020: VDash - Head of Product - London**

VDash is the only technology first visa processing service: enabling online self service visa applications for travel management companies, corporates and individual travellers.

Own the product vision, recruit and lead product, design, and engineering talent to deliver the product, ensure product satisfies user needs and plan and scope future releases.

**10/2018 – 02/2019: BookingGo (Booking.com ground transportation division) Product Designer Contract - London**

Product discovery and development of a new airport transfer proposition. Design thinking, user research, hypothesis generation, running workshops / testing and MVP design. Setup and conducted field research on site across Europe to validate and launch a stage 2 pilot.

**04/2018 – 10/2018: British Airways. Loyalty Product Designer Contract - London**

Established a vision for the direction of the Loyalty Proposition and Executive Club product on BA.com. Facilitated workshops, created concepts, gathered insights and tested solutions using a new digital design language.

**8/2014 – 9/2023: Heart ❤️, Co-Founder & Product Director - London**

I co-own and run Heart, a multi-disciplinary creative atelier based in London offering services in web and app design, strategy and user experience, branding and photography. View projects at [madebyheart.co.uk](http://madebyheart.co.uk).

### **09/2016 – 01/2018: Lead UX Designer Contract - London**

T101 specialises in developing sites, apps and creative solutions to enable like-minded people to connect. Their flagship product is a gay social network app with millions of users worldwide.

- Planned and designed effective UX structures, designs, wireframes, storyboards and user flows for their iOS, Android and Web apps.
- Conducted research, facilitated workshops, user testing and collaborated with internal and external customers to translate user needs and business requirements into engaging experiences.
- Worked closely with the product team to understand business problems, define scope and requirements, generate concepts right through to high fidelity prototypes.
- Advocated for a user-centric design approach across the business, becoming the glue between departments
- Recruited and developed the UX/UI team.

### **01/2016 – Present: FulbyApp, Founder - Product Designer / UX Lead**

Fulby is a mobile app that finds missing players for football matches when there are dropouts or shortfalls - hours, minutes or days before a match begins.

Our mission to turn this global problem into joyful digital experiences that connect footballers across the country and incentivises the sport.

### **5/2013 –8/2014: Big Group, Senior UX Designer - London**

Integrated marketing and communications agency based in Holland Park

- Delivered commercially viable UX for different types of digital services and devices.
- Conducted research, usability testing and problem-solving through direct observation, not feature implementation.
- With a focus on stakeholder needs, worked collaboratively with colleagues to understand and solve problems.
- Prioritised different journeys within a user experience and delivered appropriate site-maps.

### **09/2012 – 4/2013 Motilo.com, Senior UX Designer - London**

Online interactive fashion-focused social network fused with a unique e-commerce platform.

- Worked closely with design and technical departments to define and execute Motilo's vision and strategy while simultaneously making improvements to existing designs.
- Headed up collaborative cross-functional teams responsible for defining strategy, business and user requirements, personas and IA/UX design.
- Clarified and refined target users, goals and work flows.
- Iteratively refined high-level designs based on input from stakeholders, users, and colleagues into reusable designs/patterns that could be applied across interfaces.

### **04/2012 – 08/2012: Somewhat\_, Freelance Designer - London**

Samsung Olympics London 2012 mobile application.

- Developed a progressive interface for the app through UI & UX design, setting a new standard in app design with vivid, well-crafted icons and a deep attention to detail. Increased Samsung's visibility as a top tier Olympics sponsor through collaborative design.
- Worked closely with IA and visual designers to bring wireframes to life.
- Tested and generated assets on a large range of devices, all with different screen sizes and resolutions.

**11/2009 – 03/2012: Buenos Aires City Government (Argentina) – New Media Office Department (DGNM).**

The New Media Office investigates and implements online communication tools across the Buenos Aires city government.

- Multimedia design, content creation and editing of audio-visual projects for social media platforms and websites.
- Designed and optimised online campaigns for the Mayor of Buenos Aires, ministers and projects.
- Planned and designed the backbone specifications of the city government's first official cultural mobile application.
- Implemented social network analytics, ad-servers, email marketing, and internal and external creative media planning. Delivered user training, problem resolution and crisis management.

**7/2007 – 10/2009 Looppa, Lead Designer: Video and Multimedia**

Agency dedicated to creating online communities for television programs, newspapers and radios.

Planned, edited and animated audio-visual content (graphics, lower thirds, logos, banners, video tutorials). Designed vertical communities, maintained sites, conducted beta-testing and managed viral campaigns. Researched new technologies (Full HD, QR codes, compression methods and optimization of different formats and platforms.)

**3/2006 – 6/2007 Beat Mobile, Technical Operator and Researcher**

Agency dedicated to creating and distributing mobile device content in Latin America, principally Warner Music.

Prepared and encoded audio and video content (Digital Albums, Mastertones, Ringtones, Backtones, Polyphonics, Videotones, Wallpapers & Screensavers.) Applied research to optimise workflow with large number of files and formats for new technologies (compression methods, encoding, decoding, batch rendering, automated processes).

**EDUCATION**

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University: BA Multimedia Design, University of Palermo (Argentina)

High School: "Baccalaureate (Bachillerato) in Humanities and Social Sciences", La Salle Institute (Argentina)

Languages: English & Spanish (Bilingual) (reading, writing & translation)

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References available upon request