

Prad Patel

prad@hotmail.co.uk
London TW7 5DT

07766001897
reimagine.co.uk

About me

Delivered innovative customer-focused design solutions across sectors including Insurance, Motorsport, Recruitment, Agency, Banking and Energy. Demonstrated a proven ability to lead teams, engage stakeholders and deliver results aligned with strategic objectives, including the launch of a £100m flagship product. Strengths lay in nurturing client and stakeholder relationships, streamlining processes and using data-driven insights to enhance customer experience. Recognised for thriving in agile, fast-paced environments while implementing improvements that drive measurable commercial impact.

Most recent experience

Lead Product Designer

British Gas, London, June 2021 – Oct 2025

- Implemented a new boiler purchase journey, an initiative to bring the sale of boilers typically an offline purchase, into a seamless, digital-first experience.
- Co-led the strategic vision and coordinated the team of developers to ensure a successful delivery of this flag ship product which became a blue-print for our installations division which includes heat-pumps and solar panels with a turnover of £100m.
- Established an unconverted process for users dropping out of the journey, purpose of this was to reengage with users that dropped out of the process and buy elsewhere.
- Nurtured the product through usability testing and data with a 30% uplift in conversion and tripled leads for customers opting for an offline experience.

Lead UX/UI

Autosport, London, April 2019 – June 2021

- Achieved a 7% uplift in conversion and greater efficiency to launch by utilising cookies for more intelligent content on revisit.
- Improved readability and implemented a new ecommerce platform.

Head of Design

reed.co.uk, London, December 2013 – April 2019

- Led design across digital, marketing and product, unifying teams under a single design system used by 10+ teams.
- Improved site SEO load time by 30% through design system efficiencies.
- Introduced research as a core design function to make the team data-driven and improve stakeholder visibility.
- Created a talent matrix to support team growth and career development, rolled out across departments.
- Delivered multi-channel campaigns with marketing, saving £150k annually.

➤ Further career history available upon request

Skills



Education



MSc
Computing

De-Montfort University
Leicester



BA (Hons)
Media & Fine Art (2.i)

De-Montfort University
Leicester



A levels
3 (B)

Cheltenham 6th Form