

PAUL TAYLOR

Product Design Manager

paul.r.taylor@live.com

ptaylor.design

(+44) 07495 334 571



[Our design system] has become an extremely well managed and organised resource. It's difficult to imagine how we worked before this. The team are very helpful and guidance is always available. Thank you!

Anonymous survey feedback

Skills & Behaviours ✨

- Driving a comprehensive understanding of design as a critical function, extending beyond the design sphere to the broader business context.
- Advocating for the significance of product design in delivering inclusive experiences and showcasing its positive impact on corporate and user-centric metrics.
- Leading a team of highly skilled product designers, developers and researchers to innovate and enhance design across various digital platforms, such as web, apps, and internal systems.
- Cultivating a team culture that fosters colleague well-being, trust, empowerment, and personal development.
- Exercising meticulous attention to detail in my own work and the work of others.
- Maintaining a profound awareness of the intricacies and potential challenges inherent in the design and development processes, ensuring efficiency and effectiveness

Experience 🚀

British Airways

Design System Manager // 2020 - Present

- Building and leading a team of designers and developers with the objective of re-engineering and implementing BAgel, the company's design system.
- Collaborating with teams across BA to ensure successful integration of BAgel into the website's front end as well as other internal and customer facing systems such as In-flight Entertainment, Bio-metric check-in and catering systems.
- Spearheading the creation and management of resources such as: Design system frameworks, Figma-based component libraries, centralised code base of web components, design guidelines, and other tools, efficiencies and design methodologies.
- My internal goals are to create tools and processes to drive efficiency, reduce code and design duplication, eliminate tech debt, clarify terminology, enhance performance, guide design and development decisions.
- My user focus goals are to enhance accessibility, cater to user needs, provide consistent UI and UX experience, ensure a cohesive brand experience.

Recent Achievements 🏆

The UK's most accessible airline website

- My team made great strides in creating a design system that puts our user forefront regardless of their access needs.
- In an independent study conducted by the Civil Aviation Authority, BA were ranked the top airline for accessibility. I'm very proud of the recognition we have received for these efforts.

Silver award for 'Best Accessibility Mission'

- BA is for everyone, and at the end of 2023 we attended the DX awards (Digital Experience).
- We came second, narrowly missing out on first prize.

Design System impact survey results

- In internal survey conducted with designers and developers to gauge perception of our Design System we had an average satisfaction score of 8.58/10.
- I was thrilled to see the sentiment around using a design system change so much over the couple years.

Experience continued 🚀

River Island

Experience Design Lead // 2017 - 2020

- Developing, maintaining, and advancing River Island's design system, guiding design practices across the organisation.
- Owning and optimising design tools and workflows for a consistent user experience across digital platforms.
- Leading a team of designers, driving the delivery of digital solutions through research, ideation, and rigorous testing.
- Collaborating with stakeholders to identify opportunities for long-term value through design.
- Ensuring high-quality user experiences on customer-facing and internal systems.
- Being accountable for the team's deliverables and maintaining quality standards.

River Island

Senior UI Designer // 2016 - 2017

River Island

UX Designer // 2014 - 2016

Freelance

Graphic Designer & Illustrator // 2007 - 2016

Education 📖

University Of Portsmouth

Art & Design