LASZLO AMBRUS
DESIGNER

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Profile

Senior Product Designer with extensive experience delivering user-centred designs that balance usability, business goals, and technical feasibility. Proven track record of enhancing engagement, driving adoption, and simplifying complex workflows across B2B and B2C global platforms across multiple sectors, including energy, SaaS, and media. Recognised for a proactive, self-sufficient work style, stakeholder engagement skills, and leadership in mentoring designers and driving design maturity within teams. Adept at cross-functional collaboration, mentoring teams, and championing design excellence to achieve impactful results.

Key skills & areas of expertise

User-Centred Design	UX Research & Strategy	Interaction & Visual Design
Design Systems	Prototyping & Wireframing	Accessibility & Inclusive
Design Data-Driven & KPI-Focused Design	Cross-Functional Collaboration	Information Architecture
Agile & Lean UX Methodologies	Stakeholder & Business Engagement	Coaching & Mentorship

Employment

Shell, London
Product Designer

Aug 2022 - Present

Fortune 500 company focused on powering progress through sustainable and innovative solutions.

- Led design for US and Canadian Mobility markets on a £19 billion B2B platform, serving 35,000 customers across 156 countries. Achieved a 92% adoption rate, significantly improving usability and customer satisfaction.

- Delivered a unified User Access Management (UAM) process within MarketHub, consolidating different systems while maintaining business requirements, reducing administrative costs by an estimated £2-3 million annually.

- Improved AssetSim, a tool for tracking and forecasting asset performance (solar farms, batteries), securing £3.5 million in funding for further development.

- Designed an energy trading dashboard, simplifying workflows and improving operational efficiency for energy traders.

Core competencies
Design System Implementation & Scaling, Usability Testing, Information Architecture, Accessibility Audits (WCAG, ISO 9241), Agile Methodologies, Customer Journey Mapping, A/B Testing, UI Design & Prototyping

UIC Digital, London
Senior Designer

October 2020 – August 2022

A digital agency creating user-centred solutions for media, enterprise, and entertainment brands.

- Led cross-platform design projects for global clients while contributing to developing innovative solutions across media, entertainment, and enterprise platforms.

- Led the redesign of native OTT streaming apps across web, mobile, and connected TV platforms, aligning with Channel 5's rebrand. Achieved a 300% increase in active users, doubled session watch times, and improved app store ratings to 4.7 stars. Delivered a cohesive design system and collaborated closely with research, development, and stakeholders, ensuring user needs and technical feasibility.

- Created an intuitive, accessible platform for BAFTA voting members to view and evaluate award submissions. Established a reusable UI kit adopted across BAFTA's digital projects, ensuring consistent user experiences across Film, Games, and Television awards. Achieving a 98% adoption rate during the EE Film Awards.

- Overhauled the UX of Iron Mountain, an enterprise media asset management platform. Collaborated on UX audits, user interviews, and wireframes, delivering a tailored design framework that modernised workflows and improved content management. Developed a scalable UI kit to ensure future growth.

Core competencies
Design Systems & UI Guidelines, Mobile & Native App Design, Interaction Design, Wireframing & Prototyping, User Research & Heuristic Evaluation, Responsive Design, Storytelling & Presentation Skills, Cross-Platform Design Strategy

MyBuilder, London
Product Designer

A marketplace connecting homeowners with trusted tradespeople.

- Designed and implemented quoting and job insurance workflows, increasing marketplace usage by 15% and policy sign-ups by 12%. Delivered a standalone insurance site and integrated it into the Quote Tool for a seamless user experience.

- Improved navigation and invoicing workflows within the MyBuilder app, reducing task completion times by 25%. Conducted user research and usability testing to ensure accessibility and effectiveness.

- Modernised outdated UI/UX across the website, improving consistency and scalability. Contributed to the design system and implemented SCSS and Twig-based components.

Core competencies

UX Research & Usability Testing, Information Architecture, UI Design for Web & Mobile, Front-End Collaboration (HTML, CSS, JS - basic), Agile Workflows & User Story Mapping, Design Thinking & Problem Solving, Task Flows & Scenario Mapping, Accessibility & WCAG Compliance

Ask Locala (S4M), London
Design Manager
September 2018 – January 2020

A leading ad-tech company specialising in location-based programmatic advertising.

- Created compelling visual narratives for clients including Disney, DELL, TikTok, Unilever, and Samsung.

- Led creative reviews and mentored junior designers to enhance team efficiency.

- Developed and iteratively tested motion studies and new ad formats for improved design effectiveness.

Core competencies

Motion Design & Animation, Branding & Identity Design, Data Visualisation, Stakeholder Management, UI/UX for Ad-Tech Platforms, Rapid Prototyping, UX Writing & Copywriting, Competitive Analysis

Dynata (Research Now SSI), London
Manager, Creative & Content
January 2014 – August 2018

Global leader in first-party data and insights, supporting over 5 million users across 50+ markets.

- Achieved 205,000 sign-ups in one day for Southwest Airlines through a record-breaking panel launch campaign.

- Delivered a solution for Amazon Video, securing a $3 million budget project, enabling the testing of 100+ episodes within six months, exceeding internal and client expectations.

- Oversaw branding, website design, and campaign creative for internal and external B2C panels, assisting clients such as American Airlines, Hilton Hotels & Resorts, and Norwegian Airlines.

- Introduced gamification elements and seamless integration with CMS and Adobe Campaign to enhance user engagement and streamline asset localisation and campaign delivery.

Core competencies

Web & Brand Design, Visual & Motion Graphics, Front-End Development (HTML, CSS), UX for Market Research Platforms, Gamification & Engagement Strategies, KPI-Driven Design, Campaign Design & Asset Localisation, Agile & Cross-Functional Team Management

Education

The Open University, BA (Hons) Design & Innovation, 2013 - 2020, London
TU Vienna, BA Architecture, 2006 - 2008, Vienna

Languages

English (Fluent), German (Fluent), Hungarian (Fluent)

Tools

Adobe CC (Ae, Ai, Id, Pr, Ps), Axure, Blender, Docker, Figma, Framer, G Suite, Google Analytics, Hotjar, InVision, Jira, MacOS, Marvel, MS Office, Notion, Play, Power BI, ProtoPie, Sketch, Spline, Tableau, Trello, UserTesting, Visual Studio Code, Webflow, Windows, Zeplin