NARESH SHAN
Global Director of UX & DesignOps

PROFILE

I transform design operations into strategic business drivers that deliver measurable ROI. I specialize in scaling design teams through operational frameworks that align creativity with commercial objectives. My combined expertise in design and development enables me to reduce costs by 85%, cut UI bugs by 47%, and improve user satisfaction by 90%. I excel at embedding design as a strategic partner whilst optimizing workflows, establishing governance frameworks, and translating design value into quantifiable business impact.

WORK EXPERIENCE

Founder   Apr 2025 – Present

DesignOps Aligned Shan – Zurich, Switzerland

– Founded consultancy to help design teams establish metrics frameworks and demonstrate strategic value to stakeholders

– Advised organizations on implementing DesignOps practices to improve team efficiency and quantify design impact

Global Director in UX & Business Process Management   Jul 2023 – Apr 2025

Johnson Controls Plc – Zurich, Switzerland

– Directed 39 global team members across regions, improved workflows, reduced costs by 30%, and boosted productivity effectively.

– Cut operational costs by 85% through developing strategic alignment processes improving handover quality and efficiency.

– Created comprehensive data-driven UX standards that improved user satisfaction by 90% across all international teams.

– Achieved year-on-year KPI targets to track design impact and ROI, enabling measurable business value and outcomes.

– Successfully embedded design within product roadmap strategy and achieved design recognition as strategic partner.

– Aligned UX vision globally across all markets, embedding design thinking to maximise impact and business return.

Head of UX & Business Process Management – EMEA   Feb 2019 – Jul 2023

Johnson Controls Plc – Zurich, Switzerland

– Led a 14-member UX team; promoted 4 into senior roles via career development.

– Reduced user-reported bugs by 50%, support tickets by 30% through usability testing.

– Built a scalable design system improving efficiency, consistency, team collaboration.

– Streamlined DesignOps workflows aligning UX strategies to key business objectives.

– Cut UI bugs 47% and design issues 70% by enhancing design processes and reviews.

– Set UX strategy, KPIs, and OKRs driving measurable product and business impact.

CONTACT INFORMATION

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TECHNICAL SKILLS

Design & UX Execution

– Figma, Sketch, Adobe Creative Suite, Invision, Miro

– Wireframing, prototyping, journey mapping, usability testing

– Design system architecture and component libraries

– UI/UX pattern libraries and style guides

– Information architecture

Technical Development

– HTML/CSS, Grunt/Gulp task automation

– Co-Pilot, OpenAI, Claude (AI-assisted design)

– Front-end development workflows

Operations & Analytics

– Jira, Confluence, Hubspot

– KPI/OKR framework design and tracking

– Data-driven UX metrics and conversion analysis

– Process mapping and resource optimization

– Design governance frameworks

UX Team Lead   Aug 2016 – Jan 2019

Leonteq Securities AG – Zurich, Switzerland

- Lead UX strategy, aligning with business goals to ensure maximum customer value.
- Managed research teams findings for informed decisions, cutting 40% of non-valuable
- Collaborate with cross teams to deliver all user journeys across digital products.
- Establish UX standards to reduce UI technical debt by 80% overall.
- Managed and mentored designers   advancing 2 into senior roles.
- Measure UX success with data increasing conversions by 14%.
- Drove continuous UX improvement within satisfaction, engagement, and retention.
- Implement initiatives yielding measurable real impact on business metrics.

Senior UX & UI Developer   Jul 2014 – Aug 2016

Arpage AG – Zurich, Switzerland

- Collaborated on MVP features and wireframes, improving UI alignment
- Refined product tasks for Agile sprints, reducing design-to-code time by 35%.
- Performed UX/UI tests aligned with sprint goals, cutting rework
- Led UX design internally, eliminating external agency cost.
- Created design libraries and style guides, reducing UI inconsistencies.
- Adopted Angular Material, reducing initial UI build and decreasing team workloads.

Front End Designer / UI Developer   Jul 2008 – Jul 2014

London, United Kingdom

Designer & developer contractor roles with The Brunswick Group, uSwitch & LetsGo2

EDUCATION

Design Management   2024

IXDF – The Interaction Foundation

Psychology of Interaction Design & Journey Mapping   2023

IXDF – The Interaction Foundation

BA Honors Digital Media Production – Upper Second Class 2:1   2004 - 2008

University of the Arts London

HOBBIES & INTEREST

- Run my own podcast interviewing design professionals around the world and grown audience to 77K- https://www.youtube.com/@designopsaligned
- Created and Launched the ValueUX Conference- https://www.linkedin.com/company/value-ux-conference/

CORE SKILLS

- Global team scaling and distributed team management
- Cross-functional stakeholder alignment
- Business-design alignment and roadmap integration
- Change management and organizational transformation
- Cost reduction through workflow optimization
- ROI measurement and business value articulation
- Agile methodology facilitation
- Training program design and delivery

KEY ACHIEVEMENTS

- Lead global UX teams through strategic changes effectively
- Streamline cross-functional workflows to boost velocity
- Drive scalable design strategies aligning UX objectives well
- Enhance delivery by mapping processes and resources smart
- Build robust UX training programmes across organisation wide