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A firm advocate for human-centred design and people first problem solving.

University of Brighton

2016 – 2017
MSc User Experience Design

The Open University

2013 – 2016
BSc Open (Hons)

Profile

I'm Faddy Al-Hasan, a Principal Product Designer with 11+ years of experience designing digital products, services, and customer experiences across healthcare, enterprise, and consumer sectors. I specialise in turning complex business challenges into intuitive, user-centred solutions through research, strategy, and design.

Throughout my career, I have led end-to-end product design across mobile apps, web platforms, design systems, and service experiences, while building high-performing teams and embedding product-led ways of working. My expertise spans discovery, research operations, design systems, accessibility, experimentation, and AI-assisted product development.

Passionate about human-centred design, I combine data, customer insight, and commercial thinking to create products that deliver measurable outcomes for both users and businesses. Outside of work, you'll usually find me renovating my house, travelling somewhere new, or behind a cocktail bar once again.

Skillset

Product Strategy

Blending data insight with creative vision, I craft product strategies that connect with audiences and drive results. By understanding market trends, user behaviour, and business goals, I create innovative, collaborative solutions that exceed expectations and deliver lasting impact.

Experience Design

I conduct thorough user research to inform purposeful design decisions, leveraging design systems for consistency and scalability. My leadership and collaborative approach inspire teams to innovate and deliver exceptional results.

Design Leadership

With experience leading design in agencies and in-house teams across diverse sectors, I help develop high-performing teams and streamline processes for impact. I focus on developing team skills, fostering collaboration, and driving innovation to deliver exceptional design outcomes.

I'm Faddy Al-Hasan, a designer with 11+ years of experience across diverse industries and disciplines. My work spans digital products, web experiences, design systems, and brand development, as well as building high-performing product teams dedicated to delivering exceptional customer experiences and achieving business objectives.

Experience



Newcross Healthcare / Principal Product Designer
Mar 2024 – Present

I lead product design across Newcross Healthcare's flagship workforce platforms, HealthForceGo (165k+ healthcare workers) and HealthForce Connect (2k+ healthcare providers), shaping the strategy, user experience, and delivery of products that support critical healthcare staffing operations across the UK. I have helped drive a more product-led culture by embedding continuous user research, analytics, and evidence-based decision making across product teams.

Working closely with product, engineering, and business stakeholders, I lead discovery through to delivery across multiple initiatives. Key achievements include increasing app satisfaction from 3.3 to 4.0 stars, growing AutoAssign adoption by 41%, improving Direct Invitation performance, and delivering a scalable design system and AI-enabled workflows to accelerate product development, including a new MSP platform built from the ground up.



Graphite Digital / Senior Product Designer
Jan 2021 – Mar 2024

At a healthcare digital design agency, I managed the design team for our major client, Vhi, Ireland's leading health insurer, while also creating an innovative service offering successfully trialed with Vhi and Pfizer. As product design lead for Vhi, I redesigned key product services to enhance the user experience and led the app's product strategy, aligning business goals with user needs and defining long-term objectives and KPIs. I facilitated workshops to identify opportunities for product improvements, resulting in a 23% increase in unique monthly logins for the Vhi app.



Secon Cyber / UX/UI Designer
Mar 2018 – Nov 2020

I researched and identified problems through stakeholder interviews and user research, leading to the creation of new sub-brands complete with brand assets, logos, personas, wireframes, prototypes, and fully developed WordPress sites. I designed and maintained websites, crafted UX flows and journeys, and produced both low- and high-fidelity prototypes to communicate user experiences effectively. My role included implementing brand guidelines across all internal and external documents, presentations, and assets, as well as delivering all UI design to ensure visually pleasing, corporate-appropriate interfaces. I also storyboarded, created, and edited interview videos for marketing, and collaborated closely with cross-functional teams to drive alignment and project success.