

Stefan Adams | Design Systems Product Designer

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Design Systems Product Designer with 9 years' experience. I led the evolution of BT Group's Loop design system from single-brand to multi-brand across BT, EE and Plusnet, serving over 650 internal users (including 131 in design roles) and 25 million customers.

Experience



BT Group (BT, EE & Plusnet) (Jan 2022 → Present) | London



Loop Multi-brand Design System (BT, EE & Plusnet) (May 2024 → Present) - Product Designer

- Led the evolution of EE's design system from a single brand to a multi-brand foundation spanning three brands and a sub-brand - rebuilding colour, typography, spacing, layout and effects with Figma variables and extended collections, validated for accessibility and usability through user testing.
- Partnered with engineering on an automated token-mapping migration tool, moving EE's live product onto the new multi-brand architecture with minimal breaking changes in design and code, and no disruption to live products or workflows.
- Drove adoption to 55% on web and 63% on app through data-driven component prioritisation, combining analytics from React (Storybook and GitHub), Flutter and Figma with user research and workshop feedback.
- Redesigned EE's dark mode colour foundations in line with brand guidelines and the light mode system - architected to be adoptable across all brands.
- Supported the launch of the Configure & Choose and Learn & Browse service patterns, extending the system beyond components to consistent journeys across brands.
- Maintain the documentation site, quarterly newsletter and a Figma debug tool (350+ monthly users), and mentor designers and apprentices through development sessions, onboarding, Figma training and cross-functional workshops with DesignOps.



EE: Marketplace (Gaming and Tech) (Jun 2023 → May 2024) - Product Designer

- Led design from inception for EE's newly funded Gaming squad, turning a makeshift add-on in the tech category into one of EE's core product pillars.
- Launched purpose-built add-to-contract and buy-outright purchase flows: 22% lower drop-off, 18% higher conversion and a 15% upsell attachment rate in the months after launch.
- Partnered with EE leadership and PlayStation, Xbox, Nintendo and Meta on EE's gaming market entry, helping grow EE Gaming into one of the UK's biggest providers, with EE's superfast broadband as a key differentiator.
- Ran ongoing user research and competitor analysis - moderated, unmoderated and in-person lab sessions - to keep improving the end-to-end customer experience.



Plusnet: Broadband and Mobile (Jan 2022 → Jun 2023) - Product Designer

- Rebuilt a chronically underperforming broadband order tracker from the ground up, cutting call centre calls by 38% within weeks of launch - informed by user research, squad workshops, journey mapping, prototype testing and observation sessions with call centre agents.
- Led journey design for the year-long migration of hundreds of thousands of Plusnet SIM-only customers to EE, retaining 72% despite the gap between Plusnet's value offer and EE's premium proposition, as part of BT Group's consolidation of its mobile brands.

L Lounge (Jul 2020 → Jan 2022) - UI/UX Designer | Solihull

- Brought in-house to establish design ownership from an external agency, building a scalable design system with components, patterns, and documentation - for a rapidly scaling global fashion eCommerce brand across 11 localised storefronts spanning language, currency, and regional content.
- Led a full site-wide UX rebuild and owned design for major seasonal sales events, contributing to the brand's most successful Black Friday on record, delivering measurable improvements in usability and conversion for millions of customers across international markets.

Kadfire: RailPoint (Sep 2017 → Jul 2020) - UI/UX Designer | Redditch

- Designed data-led, accessible interfaces for RailPoint's digital touchscreen station kiosks, real-time arrival/departure boards and app - improving navigation for millions of passengers across the UK rail network.
- Shaped RailPoint into a multi-brand, white-label solution - reusing the same core technology for many train operators and tailoring the brand for each, so one product could serve multiple providers without being entirely rebuilt.
- Collaborated closely with leading UK transport operators and internal teams to align on service requirements, ensuring design decisions met both passenger needs and operational constraints.

Freelance work (part-time)

WONDR: App (Nov 2019 → Jun 2020) - Product Designer | Birmingham

Embedded within a tech startup, working across founders, engineering, and marketing to shape the vision for an ESG community/coaching platform and deliver a more cohesive, user-centred experience.

Semantic Audio Labs: Faders (Dec 2017 → May 2020) - UI/UX Designer | Birmingham

Designed intuitive interfaces for a tech startup's browser-based digital audio workstation, collaborating with engineers and audio experts to simplify complex audio workflows and optimise web performance.

Skills

User research/testing Mentoring Agile / Scrum A/B testing Service design Accessibility (WCAG)
Design → Code Strategy Prototyping Stakeholder management DesignOps Journey mapping

Software

Figma/Make/MCP/Code Connect Claude Code After Effects Jira Miro Google Analytics Framer
Mural Sketch UserTesting LottieFiles Cursor Tokens Studio Zeroheight Contentsquare

Education

Birmingham City University (2014 → 2017) BA Hons, Visual Communication | First Class