Antonella Mazzocchi

PRODUCT DESIGN LEAD / UX MANAGER

Enterprise UX | Design systems | Hands-on product design

Greater London & Hertfordshire | UK Remote | Hybrid/Onsite in London

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ROLE INTERESTS AND WORKING ARRANGEMENTS

Seeking Head of UX or Head of Product Design roles in smaller or growing organisations, as well as Product Design Lead, UX Manager, Lead/Senior Product Designer and Design Systems Designer opportunities. Open to permanent roles, interim appointments and contract assignments, including Inside and Outside IR35 engagements. UK remote or hybrid/onsite in London. British and Italian citizen; UK and EU work authorisation.

PROFILE

Product design leader with hands-on experience across complex enterprise software, retail innovation and healthcare. Built Watlow / Eurotherm's UX practice from its first dedicated role, led five designers across three countries and established shared design foundations, a career framework and UX governance. Combines team leadership with research, interaction design, prototyping and close collaboration with engineering. Also uses AI-assisted workflows to design and deliver websites and custom CMS experiences.

CORE EXPERTISE

Enterprise B2B workflows | UX research and discovery | Interaction design | Design systems and governance | Figma and FigJam | Prototyping | Stakeholder facilitation | Team leadership and mentoring | Hiring and career development | Responsive design | HTML/CSS | AI-assisted design and implementation

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PROFESSIONAL EXPERIENCE

Head of Product & Digital Experience | Nova Equipment

Jul 2026–present

Lead digital strategy, UX and delivery for a small UK business and its clients, spanning discovery, customer journeys, responsive UI, custom WordPress CMS experiences, implementation review and launch.

- Designed a private Parent Hub for a dance studio, replacing individual event emails with targeted updates to selected families. The client reports substantially less time spent managing event communications.
- Delivered a direct music storefront with audio previews, MP3/WAV selection, checkout and downloads, enabling the client to manage artists, releases, prices and files independently.
- Use AI-assisted workflows for prototyping and implementation, applying design judgement and reviewing outputs against user needs and client requirements.

Lead UX & Interaction Designer / UX Manager | Watlow / Eurotherm

Feb 2022–Jun 2026

Built the UX practice while designing industrial B2B software and touchscreen interfaces. Led three senior and two junior designers across the UK, US and India; directly line-managed one senior and one junior.

- Redesigned a parameter grid after customer beta testing exposed excessive scrolling. The revised layout kept related settings visible together and was validated in the second round of customer beta testing.
- Designed a cross-page configuration review with previous values, a persistent change count and edit/revert controls. Beta customers described the implemented workflow as a “massive improvement”.
- Created software design foundations and reusable components with frontend engineers, working with Bootstrap and migrating the library from Sketch to Figma. Established everyday reuse in the immediate team, with wider adoption beginning across four teams in the UK, US, France and India.
- Reallocated UX capacity between UK and US teams to retain senior support for EPM while restoring capacity to the US team. Both teams delivered their planned work without delays during that period.
- Created the UX career framework, approved and incorporated into the company framework for role levels and performance discussions. Used it in hiring a work-experience designer into a junior UX contract after securing the business case.
- Established design reviews across four product streams, planned UX capacity alongside engineering delivery and held UX sign-off for an external partner’s product stream in India.

Senior UX Designer — UX lead for discovery | Tesco Labs / Tesco Technology

Mar 2019–Jan 2022

Led UX discovery, research and visual exploration for innovation studies alongside a product manager. Interviewed colleagues and subject matter experts, mapped workflows, surveyed potential users and tested prototypes.

- For an AR retail concept, research challenged whether the proposed experience would help store colleagues complete their tasks. MVP findings informed the decision to shelve the concept rather than proceed with further development.
- Translated early concepts into journeys and prototypes to help product stakeholders evaluate user value before committing to delivery.

Senior Product Designer / Digital Design Manager | Nucleus Global / Synaptic

Feb 2016–Apr 2019

Designed healthcare and regulated digital experiences with cross-functional teams, spanning user journeys, prototypes and visual design. Directly line-managed a mid-level and a junior designer.

- Supported the mid-level designer’s progression to senior through structured mentoring, weekly HTML/CSS training and a promotion case developed with leadership and HR.
- Trained and guided six work-experience participants during a one-month WordPress delivery project. Reviewed their work daily and helped the team deliver one week ahead of deadline.

EDUCATION

Fine Arts degree — Accademia di Belle Arti
Graphic Design diploma — IED
Business and Foreign Languages diploma — ITCS