

Kristian Abenojar

Product Design Lead | Senior UX/UI Designer

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PROFESSIONAL SUMMARY

Product Design Lead with 8+ years designing complex digital products across telecommunications, finance, and the web. Promoted at VodafoneThree in May 2026 after four years as Senior UX/UI Designer. I lead UX strategy for proposition, upgrade, personalisation, and customer-finance journeys, and serve as Design Guardian for the Vodafone Design System. Strengths: UX strategy, Figma systems architecture, user research, CRO, and Agile delivery.

EXPERIENCE

Product Design Lead

VodafoneThree (Vodafone UK)

Greater London, United Kingdom | May 2026 – Present

- Lead UX strategy for large-scale proposition work in Agile teams, aligning Product Owners, Business Analysts, developers, IT, and stakeholders from inception through delivery.
- Design Guardian for the Vodafone Design System: manage Figma architecture, champion design standards, and keep UI consistent across customer-facing digital products.
- Lead upgrade, personalisation, and customer-finance journeys, using research and CRO to reduce friction in high-trust decisions.

Senior UX/UI Designer

VodafoneThree (Vodafone UK)

Greater London, United Kingdom | July 2022 – May 2026

- Designed personalisation, device trade-in, and EVO customer-finance journeys that helped customers compare options and complete upgrade decisions.
- Partnered with product, engineering, and commercial teams from discovery through delivery, applying user-centred design and product data to improve conversion.
- Co-developed an internal UX mentorship programme that upskilled colleagues and supported an internal hire into a UX role.

Founding Product Designer

Caper | Concurrent with VodafoneThree

September 2022 – June 2025

- Partnered with the founder to turn a complex financial concept into a usable product, translating a technical whitepaper into a clear design roadmap.
- Owned design end to end, from branding and visual identity to dashboards for funding, acquiring, and exiting workflows, so high-level financial tools were usable for non-specialists.
- Built a flexible design system that helped engineering ship faster and keep the product consistent as it scaled.

UX/UI Designer

Paper Leaf

Edmonton, Canada | September 2019 – May 2022

- Designed web and mobile products with engineers, project managers, and designers, including UI kits and interaction patterns in Figma, InVision, and Miro.
- Led user research through interviews, competitive analysis, information architecture, prototyping, and usability testing to de-risk design strategy early.
- Contributed to CAA's national website, winner of the Digital Alberta 2021 Ember Award for Best Web Solution (budget over \$30k).

Product Designer

Social Hero Media

Edmonton, Canada | May 2018 – August 2018

- Designed web projects with engineering using user research, Sketch, and Adobe Creative Suite, and improved conversion and time on site through SEO, UX, and analytics.

EDUCATION

Diploma, Digital Media and IT | Northern Alberta Institute of Technology (NAIT)

Edmonton, Canada | September 2016 – May 2018. Relevant coursework: User Experience Design, Web Development, Web Design, Database Development

SKILLS

Product and UX: Product design, UX/UI design, UX strategy, user research, information architecture, interaction design, prototyping, design systems, CRO, accessibility, Agile

Tools and engineering: Figma, Miro, UserZoom, Adobe Creative Cloud, Sketch, InVision, HTML, CSS, JavaScript, React, Next.js