

Theodore Elijah Tagulao (Theo)

Senior / Lead / Principal UX & Product Designer & Founder | London, UK

Simplifying design practice into scalable systems across people, platforms and emerging technology.

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Professional Summary

Senior / Lead / Principal UX & Product Designer and Founder with 17+ years' experience building design practice and capability for start-ups and global organisations, from strategy and discovery through to delivery and optimisation. My craft started in Art & Illustration, composition, form and visual storytelling, before R&D at Apple, technology agencies and in-house leadership at ASOS and bp pulse, where I built and led multi-disciplinary product, design and technology practices of up to 20+ people. Known for bringing user-centric storytelling to ambiguous opportunities, I translate research and insight into strategy and outcomes teams can deliver with confidence.

I'm the Founder of Mindful: Product, Design & Technology Studio, an approved GOV.UK DOS7 supplier delivering AI-enabled client work (Driven By Us, Spark2, US Bank, THINKTANK) alongside own-IP products shipped end-to-end on iOS, Mac and Web (Ikigai by Magic 8 Ball, Visual Encyclopaedia, productLoop, content publishing and outreach tools). Since 2020 I've extended my hands-on technical skills to launch products (Python, Swift, AI), plus business development, marketing and product management.

Key Skills

Product & Strategy

Product leadership and strategy (vision, roadmaps, budget, business development) · Product development from design sprint to scale · Systems thinking · AI-native workflows · AI governance and testing · User research (interviews, surveys, competitor analysis) · Research and insight · Data storytelling

UX, Brand & Customer Journey

Human-centred, inclusive and sustainable design · Personas, customer journey and service design · UX and interaction design · Information architecture · Wireframes and user flows · Design specifications and documentation · Accessibility and usability heuristics · Behavioural analytics and heatmaps · Design systems and governance · Brand and experience design · Illustration and visual storytelling

Leadership & Ways of Working

Cross-functional leadership · Design critique and prototyping/testing environments · DesignOps, recruitment and onboarding · Planning and prioritisation · Experimentation, A/B and usability testing · Coaching, people management and emotional intelligence · Operating in ambiguity

Tools & Technology

Python, Swift, Flutter, HTML5, React · Figma, Sketch, Adobe CC, Miro, Mural, Dovetail, UserTesting, Canva · Notion, Jira, Azure DevOps, APIs · Google Analytics, Adobe Analytics, Power BI, MicroStrategy · ChatGPT, Gemini, Claude, Grok, Replit (LLMs, RAG, agents), automation, machine learning · Omni-channel: iOS, Android, Web, In-Store, watchOS, tvOS, visionOS, Windows, Xbox, Oculus, Social Media

Work Experience

Founder | Mindful: Product, Design & Technology Studio | April 2024 – Present

- Accepted onto GOV.UK's Digital Outcomes & Specialists 7 (DOS7) framework as an approved Supplier of Digital Services
- Built a multi-disciplinary practice model spanning product, design, engineering, research, brand and marketing, enabling better insights, quality design and iteration across every engagement
- Co-Lab Studio (Partner Discovery & Delivery):
 - Led end-to-end product delivery (from strategy, discovery, design, build, launch to optimise), reducing time-to-market by 30–40%
 - Driven By Us: product and community design for a motorsports community and mentoring platform
 - Spark2: end-to-end product strategy and optimisation for an education platform
 - US Bank: AI assistant with data capture and personalised, actionable insights
 - THINKTANK: tooling for AI-enabled photonic chip hardware and software development
 - GOV.UK DOS7 networking, engagements and tenders including Ministry of Defence and Tate Modern

- Moonshot Studio (Own-IP & Tools):
 - Launched Ikigai by Magic 8 Ball and Visual Encyclopaedia, shipped end-to-end on iOS, Mac and Web, including an AI-powered RAG web application for interactive storytelling and visual learners
 - Built internal tools: productLoop (product management playbook and engine), Campaign and Content Publishing Engine.

Product Design Lead | bp pulse | January 2023 – April 2024

- Built and led a global research and design practice of 20+ people, hiring across multi-disciplinary roles and shaping ways of working
- Managed design budget and aligned resourcing across the team, balancing capacity against delivery priorities
- Introduced testing environment for discovery, prototyping and test-and-learn practices, reducing design and delivery rework by 25%
- Established career development pathways extending skills and capability across the team and a standing design critique practice, setting the quality benchmark, shared vision and a culture of open collaboration and give-and-receive feedback
- Delivered onboarding and subscription optimisation contributing to measurable increases in customer activation and retention
- Contributed to bp's first dedicated EV charging & convenience hub, integrating physical, digital and service design.

Senior Product Designer | ASOS | September 2016 – December 2022

- Led strategic product and design initiatives across a global e-commerce platform serving millions of users
- Led a team of 15+, hiring across multi-disciplinary roles and developing mid- to senior-level designers' skills and capability
- Designed and scaled design systems and experimentation frameworks, enabling faster feature delivery and consistent UX
- Established a standing design critique practice, setting the quality benchmark, shared vision and a culture of shared learning
- Delivered programmes that reduced operational costs while improving customer care, content studio and internal workflows
- Partnered with product, data and engineering to deliver data-driven optimisation, improving conversion and engagement across consumer journeys
- Hackathon Winner (Personalisation), contributing to innovation initiatives adopted beyond prototype stage.

Visual / User Experience Designer | Future Workshops | August 2014 – August 2016

- Delivered multi-platform products across mobile, web, watchOS and tvOS for B2C start-ups and B2B enterprise clients
- Contributed to the launch of products for The Open (+20M installs), IBM and Bloomberg New Energy Finance, operating within fast-paced consultancy agile delivery cycles
- Played a key role in R&D and emerging technology initiatives, supporting experimentation across platforms.

User Experience / Digital Designer | fiveK | March 2014 – August 2014

- Designed and shipped a reusable Design System & Toolkit and supported Google Glass R&D and case studies.

User Experience / User Interface Designer | Chelsea Apps Factory | January 2012 – March 2014

- Delivered end-to-end digital products for Deloitte, KPMG, London Olympics, Metro Newspaper, M&S, Waitrose and Ogilvy, and helped establish agile design and delivery workflows.

Creative Producer / Product Manager | Agencymobile | October 2011 – January 2012

- Led delivery of digital platforms and content-driven products for BBC Good Food, The FA and UKTV across product, design and engineering.

Intern / Developer Relations Project Manager (Design Specialist) | Apple Inc | March 2010 – September 2011

- Supported EMEA launches including iPhone 3GS, iPhone 4, iPad and the App Store, collaborating with global and senior stakeholders
- Built internal tools and automation workflows across R&D, PR, retail and developer relations, and supported Business Development and Technology Evangelism initiatives.