

Darren Alawi

Lead Product Designer

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Lead product designer with 15+ years of experience across FinTech, AI and Web3. I specialise in design systems, strategic UX leadership and translating complex workflows into simple, elegant products. Experienced as both an individual contributor and team builder.

I hold degrees in Human-Computer interaction, Product Design and Graphic Design and have worked across multiple industries. I have expert level experience working in Figma, Sketch and Adobe Creative Suite in addition to most modern project management tools.

Experience

Chainlink

Lead Product Designer

Oct 2023 – Now

Leading design across B2B and developer tools while scaling a new design system across the product suite.

Partnering with product and engineering to shape cross-platform experiences and AI-integrated tools.

Driving product design for enterprise and retail use cases, balancing architecture with usability and clarity.

Tether

Head of Product Design

Aug 2020 – Oct 2023

Built and led a team of designers across multiple product verticals within the Tether ecosystem.

Defined scalable design processes and delivered a cohesive product experience across all products.

Drove an 80% increase in active users through strategic UX improvements and integrated AI-powered features.

Modern Tribe

Senior Product Designer

Sep 2017 – Aug 2020

Led design for high-profile clients including Microsoft, Sotheby's and Airbnb.

Redesigned Sotheby's iOS app and introduced Microsoft's design system into digital marketing tools.

Partnered with startups to prototype and launch MVPs on limited budgets, helping reach product-market fit.

LGND

Senior Product Designer

Jun 2014 – Sep 2017

Designed and launched full-service brand and product experiences for startups and mid-sized companies.

Delivered cohesive marketing and product design across mobile, web and campaigns.

Led UX strategy, brand direction and visual design for multiple MVPs from idea to launch.

Google

Product Designer

Apr 2010 – Jun 2014

Redesigned Android Pay to improve usability and adoption, resulting in a 76% increase in transactions.

Contributed to Material Design standards and integrated new components across mobile flows.

Worked cross-functionally with product and engineering, improving mobile payments and onboarding.

Barclays

UX Designer

Jun 2006 – Apr 2010

Designed new features and release content for Barclays' online banking experience.

Led the UX and content design of internal tools and knowledge-sharing platforms for the design team.

Wrote release comms and helped establish tone of voice for product copy.