



ANTONIO REGO

Design leader with 18+ years' experience creating user-centred products. Skilled in UX strategy, Product Design, and team leadership, delivering measurable improvements in engagement and conversion.

- London
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- antoniomr.com

Overview

Senior UX and Design Leader with 18+ years' experience shaping digital products, building high-performing design teams, and delivering user-centred solutions across industries including media, telecoms, energy, and e-commerce.

Expert in UX strategy, product design, and creative leadership, with a track record of driving measurable improvements in engagement, conversion, and customer satisfaction. Passionate about mentoring teams, embedding design thinking, and aligning business goals with audience needs.

Education

- Goldsmiths, University of London**
Master's Degree in Digital Entrepreneurship
2013 | London, UK
- SENAC**
Web Design
2007 – 2008 | Rio de Janeiro, Brazil
- Univercidade**
Bachelor's Degree in Advertising & Communications
2007 | Rio de Janeiro, Brazil
- TEPEM (UNIRIO)**
Music Academy
2000 – 2003 | Rio de Janeiro, Brazil
- Andrews School**
2000 – 2003 | Rio de Janeiro, Brazil

Tools & Resources

	Figma
	Adobe Creative Suite
	Miro
	Confluence
	Jira
	UserTesting

Portfolio



DC Thomson • Head of UX Design

2021 – Present

Leading UX strategy and design for one of the UK's largest media organisations, delivering experiences across multiple platforms and brands.

- Defined and implemented a user-centred design vision aligning business goals with audience needs.
- Built and managed a cross-disciplinary design team, improving collaboration with Product, Engineering, and Editorial.
- Introduced scalable design systems and research frameworks, increasing efficiency and consistency across brands.
- Championed user research and usability testing, embedding data-driven design into product development.
- Key outcomes: improved subscription journeys, streamlined editorial workflows, and higher customer engagement.

hiber • UX/UI Lead

2021

Driving UX/UI design to bring the company's vision to life.

- Scoped projects by identifying pain points and mapping user journeys.
- Conducted 30+ interviews across the UK to validate hypotheses and inform solutions.
- Redesigned onboarding experience → more seamless first-time user flow.
- Defined UX strategy for e-commerce platform → simplified checkout and boosted conversion.
- Delivered prototypes and usability tests to validate ideas before build, reducing development waste.

PowWowNow • Head of Design & Creative

2016 – 2021

Led digital transformation at this leading telecommunications company, managing the design team and creative output.

- Established creative processes, design standards, and quality assurance.
- Managed a team of in-house designers and external contractors; boosted morale, skills, and productivity.
- Built an in-house creative studio producing high-quality digital and offline campaigns.
- Directed, shot, and edited 30+ video projects including online ads, PR campaigns, testimonials, and tutorials.
- Recognised with the Global PGI Medallion Award (2019) for outstanding global contribution.

Freelance Designer

2012 – 2015

Delivered UX/UI and creative solutions for global brands across telecoms, healthcare, FMCG, and sports.

Key clients & projects:

- Nike** - interactive 3D product animations for UK trainers campaign.
- The FA** - digital ads and animations for 2014 World Cup England kit launch.
- Royal Mail** - CRM campaigns for WWI commemorative stamps.
- Digitel** - high-fidelity prototypes for TV programming interface.
- Rubicon** - #readytomango campaign (social, digital, print).
- Blossom Hill** - digital & print campaign design.
- Healthcare brands** (Novartis, Bayer, AstraZeneca, Celgene) - creative for product campaigns and print collateral.

Digital Interativa • Founder & Creative Lead

2007 – 2014

Founded and grew a creative studio in Brazil, delivering websites and brand identity projects for high-profile music industry clients.

- Managed projects end-to-end from conception through to production.
- Built and led a small multidisciplinary design team.
- Delivered branding and digital presence for leading Brazilian artists.

