

Alan Grehan

www.alangrehan.com

Executive Design Leader | amgrehan@gmail.com | 07774927143



Hands-on Executive Design Leader with 15+ years of experience. Lead global design teams for British Airways and Agoda of 70+ across enterprise, consumer, and start-up environments. Currently working as an Executive Design consultant; strategising, researching and building products with AI.

Impact highlight

+40%

Ancillary sign-ups

8x our 5% target

British Airways

-10%

Call-centre demand

Via Help & Account work

0.5%

Relative CVR lift

Accommodations funnel

Agoda

25%

Accessibility coverage

Core customer journeys

Consultancy (London) Executive Design Consultant

October 2025 - present

Network Nation - Global utility platform

Partnered with the founding team to define product direction and MVP scope, led research to shape early roadmap decisions, and built vibe-coded design system, two products (user app, dashboard app).

Moon ai - Wellness habit coach

Defined and validated the core product proposition through large-scale research, translated insights into an investor-ready narrative. Led hands-on delivery of UX, product design to an MVP-ready demo.

Agoda (Bangkok) Executive Design Leader | Director of Product Design

July 2024 - October 2025

Scope: Search, Booking, Design System, Accessibility, DesignOps

Selected impact

- +1000 IBPD via motion-led improvements in the accommodation booking funnel
- 25% accessibility coverage of core customer journeys across agoda.com
- Created professional development programme for next-generation design leaders

Accountable for product and design decisions across Agoda's core revenue journeys, co-led a 70+ design and research organisation, and embedded research, design systems, and accessibility practices to drive faster, more consistent, and confident delivery at scale.

British Airways (London) Executive Design Leader | Global Head of Product Design & Research

Scope: Booking, Manage My Booking, Fly, Help, Design Systems, A11y on BA.com and the BA app

Selected impact

- +40% Amex ancillary sign-ups (target 5%) via booking + account redesign
- +45% account interactions; +19% help engagement; -10% call-centre demand via help + account improvements
- 20% accessibility barriers (60% to 40%); 55% journeys accessible via BA.com accessibility programme (CAA, 2023)

Led a 50+ person multidisciplinary Product Design & Research organisation, establishing shared decision frameworks and embedding research, data, and accessibility practices to improve decision quality and delivery confidence within a highly regulated, brand-critical environment.

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Octopus Investments (London) Executive Design Leader | Head of UX and Design

July 2019 - November 2020

Scope: Octopus Investments, Octopus Online, Ventures, Real Estate, Group & Design System

Scoped UX and design across multiple Octopus business lines, leading the creation of the DeepSea cross-platform design system, overseeing a 9-product replatform, and establishing DesignOps and accessibility standards to improve consistency, decision quality, and delivery efficiency.

Selected impact

- 9 products unified under DeepSea, Octopus's first cross-platform design system
- Covid response feature designed in < 1 day and deployed within days using DeepSea, during a critical period for advisor communications
- DeepSea remains in use across Octopus's websites today

Aviva (London) Lead Designer - Global Ion Design System

May 2017 - April 2019

Selected impact

- Scaled Ion design system from v2.0 to v4.8, 200+ components, adopted across 7 global markets (UK, Ireland, Canada, Singapore, Australia, Poland, France)
- 30% decrease in time to market for product teams using Ion
- Won Aviva Values Award (Creating Legacy) for long-term impact on product delivery and design maturity

Accountable for the direction of a global design system supporting 31+ million customers, leading a UX/UI team to scale and govern it, and partnering across product, engineering, and research to embed it into workflows, reduce duplication, and improve build confidence.

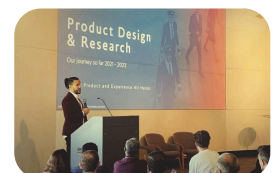
Earlier career (London)

2011 to 2017

- Senior Product Designer, BT (2015-2017): Leading on BT Ultrafast, BT Call Protect, and BT Future Voice
- Digital Designer, AIG (2014-2015): Part of award-winning team (Ecommerce Award 2015, Best Banking, Insurance & Financial Services). Produced campaigns for partners including Boots, Bupa, Dell and Virgin
- Designer, various agencies (2011-2014): Web, animation, and print work across multiple agency clients

Awards

- 1st place, CAA Digital Accessibility for UK airlines, 2023
- Best Customer Experience, CX Travel Awards, 2023
- Best Accessibility Mission, DX Awards, 2023
- Distinguished Luminary Award, Human Insights Summit, 2023
- Aviva Values Award, Creating Legacy, 2018
- Ecommerce Award, Best Banking, Insurance & Financial Services, 2015



References available on request.