



NARESH SHAN

DIRECTOR OF DESIGN & DESIGNOPS

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SUMMARY

Design program leader with 10+ years scaling design functions in regulated industries (reinsurance, structured finance, connected buildings). Led a global team spanning multiple disciplines in design systems, research, service design & behavioural science whilst embedding AI automations into product lifecycles. I have helped multiple large-scale projects from complete redesigns to product growth.

WORK EXPERIENCE

Founder

2025 – Present

DesignOps Aligned - (UX leadership Consultancy, Switzerland)

- Advise medium sized companies on scaling design operations using emerging technologies.
- Engagements span fintech, insurance, and enterprise software.

Director in Design & Design Program Management

2023 – 2025

Johnson Controls plc - (Connected buildings / smart infrastructure, Switzerland)

- Built and led a 39-person global UX organisation across three regions, hiring designers, researchers, and service design leads into one department.
- Designed the operating model from scratch, setting intake, prioritisation, review gates, and rituals that optimised workflows and use of resources.
- Cut design-to-engineering handover cost ~28% by rebuilding alignment procedures and documentation around a single source of truth for all design work.
- Integrated AI into core design and development workflows, enabling early testing and validation with end users and shortening delivery.
- Defined a KPI/OKR framework linking design work to product outcomes, giving teams a consistent way to measure UX performance at feature level.

Head of Design & DesignOps EMEA

2019 – 2023

SwissRe – (Re-Insurance, Switzerland)

- Led a multi-disciplinary 14-person UX team (Design, Content, Research & Behavioural science), including performance management through clear goal setting and OKR targets.
- Developed insights and discovery as core strategy to define product initiatives, building research repos around product management to validate ideas.
- Architected a fully white label design system and its governance, standardising component delivery into consistent patterns and reducing UI debt.
- Centralised documentation and handover into a single source of truth, cutting the admin overhead of hunting for current design changes across departments.
- Cut user-reported UI bugs ~37% by building concrete review gates into development and making designers essential to UAT and sign off.

EARLIER EXPERIENCE

Lead Product Designer - Leonteq Securities AG (Fintech) - Switzerland

2016 – 2019

Senior UX & UI Developer - Arpage AG (Medical) - Switzerland

2014 – 2016

Front-end Designer / Developer (Agency) - Brunswick Group – England

2008 – 2014

Full earlier-career detail at [linkedin.com/in/naresh-shan](https://www.linkedin.com/in/naresh-shan)

LEADERSHIP

- Global team scaling and distributed management
- Hiring, performance management, senior coaching
- Operating model and design governance
- Cross-functional alignment, influence without authority
- Change management and organisational transformation
- Vendor, procurement, and budget ownership
- Optimise agile UX practices
- Developed LEGO Serious play methodologies for enterprise solutions

CRAFT & TOOLS

AI-assisted workflows

Claude – Claude Code – Cursor – Copilot Lovable

Design systems & research

Figma – Adobe CS – Miro – Component libraries – WCAG

Program & ops

Jira – Confluence – Notion - Linear
Automation
Next.js – API integration – Make – n8n – Zapier

EDUCATION

AgilePM® Foundation & Practitioner

APMG

PMI-ACP® Scrum Certified Practitioner

PMI.org

PRINCE2 Agile® Foundation & Practitioner

PeopleCert

Design Management

IXDF

BA (Hons) Digital Media

Production · 2:1

University of the Arts London