

# ELISE TEN CATE

Senior Product Designer · London, UK

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## SUMMARY

Product Designer working at the seam between product design and backend engineering — translating system constraints into user experiences, and user needs into technical requirements. I help shape API design, resolve cross-domain conflicts, and turn backend complexity into user clarity for expert users working in data-dense environments at scale. 5+ years in B2B SaaS across fintech and enterprise platforms, currently designing across NewDay's Fusion platform: 6 agent-facing apps, ~900 expert users, 8M accounts scaling to 12M by mid-2027.

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## EXPERIENCE

### NewDay — Product Designer → Product Design Manager (Mat Cover) → Senior Product Designer

*Oct 2023 – present · London*

Joined as Product Designer; spent a full year as Product Design Manager (maternity cover) with end-to-end design responsibility for the Fusion platform, line-managing one designer and mentoring a product owner; assessed highly and returned to Senior Product Designer on the same platform. Designing across NewDay's Fusion platform — 6 agent-facing apps supporting ~900 expert users and 8M accounts across NewDay's own portfolio (5M) and 5 external clients (3M, scaling to 7M by mid-2027).

- **Led NewProtect end-to-end** from discovery to MVP — a modern replacement for the legacy fraud and disputes platform. Worked closely with backend engineers to shape platform architecture beyond the UI, including defining a case status/stage model that became the spec for the backend API, and reframing a long-deferred backend conflict between fraud and collections charge-off processes as a user-experience problem to force a business decision. Result: 9 RPA processes eliminated, £20k+/year in licence savings, 1,500+ RPA hours saved, and significantly improved stability across every tenant.
- **Currently leading design on NewAssist**, embedding agentic AI into complaints handling. Targeting ~16,800 complaints/year, with initial scope covering AI-generated Final Response Letters (~15,400 hours/year reclaimed, ~£192K projected savings) and an AI-assisted affordability POC (~20,250 hours/year, ~£253K projected).
- **Led research and design for the Fusion Developer Portal** — a data-dense surface combining API documentation, a journey explorer that helps clients build on the platform, and other engineer-facing tooling; currently extending this with internal developer tools that speed up engineers' day-to-day work.
- **As Product Design Manager (mat cover)**, set and executed the design vision for Fusion across SaaS and Developer Portal surfaces. Worked towards a more unified Fusion by leading design extensively on the collections and complaints tools with a tenant-agnostic lens. Line-managed a designer and mentored a product owner.

### BT Enterprise — Product Designer

*Apr 2021 – Oct 2023 · London*

- Led discovery and design for strategic and tactical solutions across BT's business acquisition journeys.
- Mapped process flows to support engineering through a platform migration.
- Facilitated cross-functional product workshops; mentored apprentices and content designers.

### ScreenSkills — Digital Designer

*Aug 2018 – Oct 2021 · London*

- Led the visual rebrand, including rollout across web, social, and print.
- Managed website and social channels; produced campaigns, case studies, and editorial content.

### PSHE Association — Policy, Marketing & Communications Officer

*Nov 2016 – Aug 2018 · London*

- Improved accessibility and usability of teaching materials used nationally; produced supporting digital content (video, slides, visuals) and led website updates.

## SKILLS

**Design** Figma (expert — components, variants, Auto Layout), design systems, interaction and visual design, prototyping, wireframing, information architecture, data visualisation, accessibility. **Research** User interviews, usability testing, task analysis, workflow discovery, scenario mapping. **Ways of working** Agile, cross-functional collaboration with engineering and PM, design facilitation. **Adjacent** HTML, CSS, responsive design, Adobe Creative Suite.

## **EDUCATION**

**MSc Political Theory** — London School of Economics and Political Science · 2014–2015

**BA (Hons) Liberal Arts and Sciences** — University College Maastricht · 2010–2014

**UX/UI Design** — Ravensbourne University & Skills Union · 2021–2022

**Courses** — Accessibility, Service Design, AI for Designers (IDF); SheCodes Plus.

**Languages** — Dutch (native) · English (C2) · Spanish (B1).