

NEIL CAETANO

Product Design Leader

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PROFESSIONAL SUMMARY

Product Design Leader with over 15 years of experience delivering user-centred digital products that align with business goals. Led key initiatives at Flink including the mobile app revamp (+20% engagement) and the multi-market launch of Flink Prime. Background spans regulated industries including healthtech, banking, telco and aviation, with experience leading and mentoring high-performing design teams and shipping at scale.

EXPERIENCE

Senior Product Design Consultant (Freelance)

Independent | Berlin, Germany | January 2025 – Present

- Leading end-to-end design delivery across multiple projects
- Aligning stakeholders to ensure high-quality, on-time outcomes
- Optimising processes and mentoring designers.

Senior Product Design Manager

Flink | Berlin, Germany | December 2021 – December 2024

- Spearheaded the overhaul of the mobile app UI, resulting in a 20% increase in user engagement.
- Led the successful launch of Flink Prime in multiple markets.
- Reduced design iteration cycles by 15% through workflow optimization.
- Managed and mentored designers, improving their output and alignment with business goals.

Product Design Lead

MTN | South Africa | May 2020 – December 2021

- Led the redesign of the MTN Mobile Money App, improving user experience and feature accessibility by 15%.
- Collaborated with stakeholders to streamline feedback processes, reducing design iterations.
- Delivered on-time, high-quality designs that met business requirements in cross-functional team environments.

Senior Product Designer

Nacelle (British Airways) | South Africa | June 2019 – May 2020

- Enhanced multi-channel user experiences for British Airways, Air France, and KLM, leading to increased user satisfaction.
- Improved the usability of aviation-grade applications for various airlines.

User Experience and Interface Design Lead

ABSA/Barclays Group | South Africa | August 2017 – June 2019

- Designed and implemented UX/UI solutions for corporate banking products, improving user experience and usability.
- Streamlined feedback loops between stakeholders and developers, enhancing design efficiency and reducing iteration time.

Head of Design

Discovery Vitality | South Africa | August 2015 – August 2017

- Led design across Discovery's Vitality platform, the programme that pioneered linking insurance rewards to real-world health behaviour, now licensed by insurers globally.
- Partnered with C-level executives and R&D to ship digital products that drove member engagement across the Vitality ecosystem.
- Set visual and interaction standards across the Discovery group to keep the experience coherent at scale.



CORE COMPETENCIES

Product Design Leadership:

End-to-end product design, from concept to delivery.

Team Leadership & Mentorship:

Skilled in managing and developing high-performance design teams.

User-Centred Design:

Specialisation in data-driven design improvements, UX/UI optimization, Figma expertise.

Cross-functional Collaboration:

Effective at working across teams to align design strategies with business outcomes.

EDUCATION & CERTIFICATIONS

AAA School of Advertising

Principles of Graphic Design

University of South Africa

Computer Graphics & Visual Communication

AI in Design Workflows

Hands-on with Claude, MCP and agentic tooling. Currently working through the AI Fluency course at Anthropic Academy.

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