

Ven Wong

Product Design Leader

18+ years driving user-centred design across web, mobile, Connected TV, and streaming platforms. Currently Head of Product Design at Channel 4, leading a multi-disciplinary design team through a high stakes digital transformation. Proven track record in architecting scalable design systems and delivering award winning user experiences for millions of users. I thrive in high momentum environments that prioritise shipping over bureaucracy, utilising an evidence based approach to protect design integrity and drive product strategy.

Contacts

 vendesign.co.uk

 uk.linkedin.com/in/venwong

 v3nnywong@gmail.com

 +44 7538 274319

Core UX Skills

Product Discovery, Discovery Frameworks, Customer Journey Mapping, Information Architecture, Wireframing & Prototyping, UI & Interaction Design, Usability Testing, Design Systems, User Research

Strategic Skills

Product Strategy, Stakeholder Management, Cross-functional Collaboration, Team Leadership, Digital Transformation

Specialised Expertise

Connected TV Design, Streaming Platform UX, OTT Applications, Smart TV Interfaces

Technical Skills

Figma, Sketch, Abstract, ProtoPie, Principle, Miro, Jira, Confluence

Education

BSc Multimedia Systems

London Metropolitan University
Sep 2001 – Jun 2004

Head of Product Design

Channel 4, Aug 2024 – Present

- Architecting a multi year UX strategy for the Channel 4 streaming platform, defining the design vision across Mobile, Web, and Connected TV to transition the brand into a digital first broadcaster.
- Leading a high performing design team of 7, through a period of digital transformation, serving as a coach and mentor to grow their individual crafts while fostering a user-centred culture.
- Establishing a scalable multi platform design system, promoting brand consistency and efficiency across the team.
- Partnering closely with Product, Engineering, and Marketing to align product strategy and execute the design delivery for the new app.
- Acting as the primary design voice in cross functional forums, translating user research and data into actionable design solutions.
- Shielding the design team from organisational friction by acting as the primary bridge between Product Managers, Business Analysts, and Engineering, ensuring a clear path for design delivery.

Lead Product Designer

Channel 4, May 2018 – Aug 2024

- Championed hands on UX execution for the award winning Channel 4 streaming app, specifically architecting complex interaction models for Connected TV platforms.
- Led the development and iteration of high fidelity, on device prototypes, utilising evidence based user testing to validate features before they entered the development cycle.
- Maintained design momentum by translating high level business requirements into executable, user-centred design artefacts and journey maps.
- Mentored and supported junior designers, fostering their growth and contributing to a strong team culture.

Senior UX Designer

Nice Agency, Jan 2012 – May 2018

Designed experiences across multiple platforms and tested concepts with users through wireframes, prototypes, and user journeys. I also facilitated creative workshops and requirements gathering. Clients included Sky, Flybe, Ticketmaster, and first direct bank.

UX Consultant

Radley Yeldar, Jul 2011 – Dec 2011

Developed UX strategies, produced deliverables, and contributed to pitches for new work. Clients included Easyjet, Vodafone, and Burberry.

UX Designer

Corporate Edge, Aug 2010 – Jul 2011

Served as the lead Information Architect, developing sitemaps, wireframes, journey maps, and functional specifications for corporate clients.

UX Designer

The Careers Group at University of London, Nov 2009 – Aug 2010

Introduced user-centred design processes, developed UX strategies, UI guidelines, and analysed user trends using data analytics tools.

Head of Web Development

Intendance Ltd, Apr 2007 – Nov 2009

Managed a small team of engineers, creating technical specifications, wireframes, sitemaps, and user flows while translating requirements into measurable objectives.

Web Developer

Special Website Development Ltd, Feb 2005 – Mar 2007

Managed and developed websites and desktop apps using HTML and CSS, for government agencies and local authorities.