

# 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

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## 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.