

Mario Takousies

Design Director, UI Principal

+44 (0) 77 5331 4064

mario@lightandbold.co.uk

www.lightandbold.co.uk

[LinkedIn](#)

With over 18 years of experience in product and interface design, and a leadership focus since 2017, I bring deep expertise in crafting impactful digital solutions and guiding high-performing teams. My career spans hands-on design to leading multidisciplinary initiatives, combining a commitment to collaboration, team development, and customer-focused outcomes. I remain close to the work where it brings clarity and momentum, helping shape inclusive, scalable, and strategically aligned user experiences.

Currently seeking design leadership roles where I can shape design excellence, support diverse teams, and drive meaningful, measurable impact.

SKILLS

Design Leadership & Direction

UI/Product Design

Strategic Design Thinking

Accessibility & Inclusive Design

Cross-Functional Team Management

Digital Branding

Visual Design

EXPERIENCE

Encora Inc. / 2020 – Present

Design Director, UI Principal

At Encora, I lead UI teams across Europe and the US, working across sectors including travel, retail, and the arts. We deliver thoughtful, user-centred digital products grounded in inclusive design principles, with AI increasingly integrated into our process, from enhancing user experiences to improving design workflows. While my focus is on team leadership, strategy, and design direction, I stay involved in key projects where creative input or clarity is needed most. I'm focused on building scalable, high-quality solutions while fostering collaboration, excellence, and team growth.

Responsibilities:

Leadership and Team Development:

Leading UI teams of specialists in UI design, UX/UI hybrids, design systems, and design technology. Focused on elevating quality, consistency, and collaboration across distributed teams through strong direction and systems thinking.

Customer-Centric Design Leadership:

Guiding multidisciplinary product teams for clients such as Heathrow and Art Basel, aligning product strategy and user experience with broader business objectives.

Accessibility & Inclusivity: Embedding inclusive design practices into key projects and educating stakeholders on accessibility standards. Currently leading an initiative to upskill teams in empathy-led and human-centred design.

Mentorship and Culture Building:

Mentoring designers at various levels, supporting growth, integration, and career development. Actively fostering a collaborative culture through open communication, knowledge sharing, and cross-functional alignment.

Recent Key Achievements:

Heathrow Mobile App: Defined the design direction for enhancements to the Heathrow mobile app, focusing on new feature development and optimisation of user flows. Improvements contributed to a 34% increase in revenue, a 4% rise in new users, and sustained user satisfaction with an average App Store rating of 4.6.

Art Basel Stories Redesign: Provided creative direction for the redesign of Art Basel's editorial platform, working closely with stakeholders to align product vision, user needs, and content strategy. The work led to a 15% reduction in user drop-off and increased content engagement.

CFNA Mobile App: Led the end-to-end design of CFNA's first mobile app, integrating rewards, account management, and financial tools. The app achieved 60% adoption as the primary access point over the existing web portal.

Design Ops: Streamlined design operations within Encora's DX unit by managing the migration to Figma Enterprise. This included system-wide process definition, user onboarding, licensing, and team consolidation, resulting in improved efficiency, greater transparency, and stronger cost control.

BRANDS

Heathrow

Art Basel

Adidas

CFNA

Volkswagen

BP

ŠKODA

EDUCATION

B(Sc) Multimedia Computing

University of Westminster

2002 – 2005

MA Interactive Multimedia

LCC, University of the Arts, London

2005 – 2006

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BACARDÍ

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2005 – 2006

Clubhouse Studio / 2019 – 2020

Lead UI Designer (Freelance)

Led the design of an augmented reality feature for the Adidas app, defining its visual / motion language and ensuring a high-quality, accessible user experience. Collaborated with internal and client-side teams to develop prototypes and establish cohesive design standards.

Freelance at Various Agencies / 2012 – 2020

Senior UI Designer, Lead UI Designer, Design Director

Over eight years as a freelancer, I partnered with agencies including IBM iX, Publicis Sapient, AKQA, and others, delivering digital solutions across sectors such as automotive, finance, retail, and fashion. I progressed from Senior UI Designer to Design Director, taking on increasingly complex briefs and leadership responsibilities across fast-paced, multidisciplinary teams.

This period sharpened my ability to adapt quickly, manage context-switching with ease, and consistently deliver high-quality work under pressure. It also reinforced the importance of being approachable, collaborative, and responsive. These are qualities that continue to shape how I lead teams and deliver impactful design today.

IBM iX / Publicis Sapient / Tribal Worldwide / Havas / AKQA / EY Seren / Analogfolk / Interbrand / Digitas / Mr. PRESIDENT / DDB Remedy / BBH London/

Some Highlights:

Senior UI Designer / 2012 – 2015:

Early in my freelance career, I designed a responsive website for BlackBerry's Keep Moving campaign at Razorfish. I also art directed and redesigned BACARDÍ.com in collaboration with Mr. President.

Lead UI Designer / 2015 – 2018: At

Sapient, I developed the concept and visual brand direction for HCA Healthcare, delivering a premium, market-leading digital brand experience.

Design Director / 2018 – 2020: At Tribal Worldwide, I led a team to design and launch ŠKODA's UK website. Meanwhile at IBM iX, I oversaw the redesign of BP's mobile fuel payment app (BPme) and helped establish BP Retail's global design system. I also led UI and UX for a Cannes Lions Festival project, using IBM Watson AI to build a searchable video portal powered by natural language queries.

M&C Saatchi / 2010 – 2012

Senior Digital Designer

LIDA / 2007 – 2010

Digital Designer

DDB London / 2006 – 2007

Junior Designer

REFERENCES

Available on request.

RÉSUMÉ