

Celine Che

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 www.celineche.com

Senior Product Designer | Complex Systems, AI & Fintech

Product designer specialising in complex enterprise systems, financial products and AI assisted workflows. Experienced in shaping 0-to-1 platforms, bringing structure to fragmented processes and translating complex business requirements into scalable product experiences.

Recent work spans treasury platform modernisation and AI assisted financial planning, with a focus on making complex information easier to understand and act on.

EXPERIENCE

Jun 2022 – Jul 2026

UBS

London, UK

Product Designer

LiFE platform (Liquidity & Funding Engine)

- Led UX design for a 0-to-1 treasury platform modernisation initiative, consolidating workflows from 10+ applications into a unified product experience.
- Defined information architecture and end-to-end workflows across calculation management, operational monitoring, data adjustments, file management and validation.
- Designed reusable interaction patterns and workflow structures to support multiple treasury functions, balancing operational complexity, governance and platform scalability.
- Worked closely with product owners, engineers and treasury stakeholders to translate specialised financial processes into coherent product solutions.

Predict / Amplifi: AI Assisted Financial Planning & Forecasting

- Designed the Speedboat experience, a GenAI scenario planning capability that enables finance leaders to stress test multiyear plans against market events.
- Designed features within Predict, the planning and forecasting suite of UBS's AI powered platform, supporting financial analysis, scenario exploration and cross team coordination.
- Designed Cockpit workflows to improve visibility into planning activities, dependencies and blockers across teams, replacing fragmented email based coordination with a more structured experience.

Mar 2019 – Jun 2022

AVIVA

London, UK

UX Designer

Worked within the Trading team, designing end-to-end experiences of Quotemehappy motor and home insurance products across web and mobile.

- Redesigned high volume self-service journeys, including motor renewals and vehicle changes, addressing friction in complex insurance transactions and opportunities to reduce failure demand.
- Led end-to-end design for Q, a mobile insurance proposition for young renters, from research and information architecture through interaction design and prototyping.
- Designed My Account and policy management experiences, simplifying self-service journeys for existing insurance customers..
- Collaborated with product, CX, engineering, operations and legal stakeholders to align user needs, commercial objectives and regulatory requirements.

Mar 2017 – Feb 2019

Verifone UK Ltd.

London, UK

Designer

Designed digital experiences across websites and payment device interfaces, collaborating with global marketing and product stakeholders from concept to delivery.

Sep 2014 – Feb 2017

Born.com

London, UK

Designer

Responsive website design, information architecture and prototyping; contributed to design systems used across digital and editorial experiences, including work for media partners such as ES magazine, Evening Standard, The Independent, etc.

EDUCATION

London College of Communication (UAL)

Master of Design, Service Design Innovation

Key areas:

Ethnographic research · Design strategy · Data analysis & visualisation · Concept development · Project research & management · Cross-cultural experience design

Selected Project: Shift.MS

Collaborated with Shift.MS, a charity supporting people with multiple sclerosis, on a real-world service design project. Conducted ethnographic research to identify the needs of newly diagnosed young people and explore opportunities for practical, emotional and community support.

 [View Report](#)

China Academy of Art

Bachelor of Industrial Design

Key areas:

Product design · Ergonomics · User-centred analysis · User experience design · Product branding · 2D & 3D modelling

CORE EXPERTISE

Product Strategy · Discovery and Problem Framing · System Thinking and Service Design · Information Architecture · Interaction Design · Data Visualisation · AI / GenAI UX · Prototyping · Design Systems · Accessibility

Research & Collaborations: Stakeholder Interviews · Workshop Facilitation · Process Mapping · Usability Testing · Cross-functional Alignment

TOOLS

Figma · FigJam · AI-assisted development

Designed and built celineche.com using AI-assisted development, exploring a more direct design-to-code workflow.