

Hi I’m Blaise

I’m a **designer**, a team **leader** and a systemic **disruptor**.
I **navigate complexity** to bring great services to life.
I craft tomorrow’s vision to better **deliver impact today**.

As a **leader**, I create a **bold vision** and **navigate organisational politics** to deliver **practical solutions**.

I believe in design and creativity as a tool for cultural change and lasting transformation.

I empower teams through transparency, support and playfulness.

- **Holistic thinker** that always considers the broader organisational context, whether technical, political or cultural.
- **Champion of creativity** and bold ideas, not afraid to ask the difficult questions. I encourage playfulness and create the right environment for innovation to take hold.
- **Pragmatic problem solver** that keeps an eye on the long term vision. I deliver sensible short term changes that add up to something coherent.
- **People person** and excel at building trust and informal relationships across complex stakeholder landscapes. I engage people on the ground all the way to senior management.
- **Hands on** and love to dive into detailed flows and UIs. I push my team to explore bold ideas not just settle on the safest ones.
- **Led teams of 5-10 designers** and researchers and mentored many more, **giving direction and coaching** through difficult situations.
- Experience working in a variety of environments, **from large organisation to fast-paced agency** or foggy innovation lab.

As a **designer**, I have a **wide design skillset** backed by a solid **engineering background**.

I’m a **holistic thinker** that pushes idea, not just pixel.

I embrace AI to reimagine what being a designer is.

- **UX and interaction designer** by trade
- Computer science background
- Prefer a **lightweight, agile process** that blends design expertise with focused research and leaves room for serendipity.
- **Service design expert** with an ability to connect the dots and catalyse change. It’s about more than blueprints and service maps!
- Strong **technical background** and architectural mindset. I'm not afraid to dive into complex data or engage with engineers.
- Experience creating **design systems** from scratch, with an eye for consistency and accessibility.
- **Curious and positive personality** that help me overcome challenges and defuse tensions.

Experience

2025 - 2026 (3 months)

HSBC

Product Design Lead

Global blueprints

I design UI patterns and journeys for the HSBC **mobile app** that scale across international markets.

I collaborate with service and innovation designers to **unlock funding**.

API management

2016 – 2025 (8.5 years)

BBC

Creative director

Internal systems (5.5 years)

I oversaw a wide portfolio of internal systems, delivering **large scale transformation** projects around metadata and content management.

I managed a design team of 5-10 designers and researcher. Led the **Service Design** discipline during its introduction to the BBC.

2008 – 2016 (8 years)

AllofUs

Lead UX designer

At this boutique **design agency**, I worked on a variety of projects for many clients, from big companies to start-ups and institutions. I designed mobile apps, TV services, games and physical installations, touching on the **full design process** from strategy to detailed UI delivery.

I worked as part of a multidisciplinary team and mentored junior designers and trainees.

2025 (4 months)

Elsevier

UX Lead (contract)

I defined the **future vision** and delivered detailed **UI specs** for Elsevier’s developer experience.

I also supported the engineering team in delivering the API portal MVP.

Senior UX Principal

R&D (3 years)

Led the BBC’s innovation design team and delivered hands-on design work around personalisation, content creation and XR/immersive media.

2005 - 2008 (3 years)

HSBC & AXA bank

BA/PM consultant

I started my career in Paris as a business analyst & product manager working on **internal systems & reporting dashboards**.

Education

2005

Master’s degree at Paris V Rene Descartes

Human computer interaction & ergonomics

A specialised degree that gave me a core appreciation for **human-centred thinking** applied to all situations, from software to physical objects and workplace situations.

2004

Grande école degree (MSc) at Supélec

Computer science & electrical engineering

Wide ranging degree covering physics and engineering, with a specialisation in computer science, at one of France’s top 5 science schools. It made me **fluent in tech talk** and complex maths.

My skills in 5 key tools

Pen & paper

The absolute fasted way to **work through an idea collaboratively**. I've filled countless notebooks with barely legible squiggles. It's the process of putting things on paper that matters.

Figma

For turning rough ideas into something that feels real. **High fidelity mock ups get people engaged**.

Also great for design systems and collaborating with devs.

PowerPoint

The all-rounder **storytelling tool** for the corporate world and fallback to convey any idea, from business cases to user research reports.

Everything is a narrative.

AI

From making prototypes to synthetising research, I try to use **AI as a trusted intern**, not a way to replace my brain or generate corporate slop.

I love **pushing corporate AI solutions** to do more than what people expect.

Cup of tea

The **secret weapon to build relationships** and solve problems. The most important inflexion points on a project happen in informal spaces. A nice steamy cup of tea is how I engineer such moments.

Side projects

I've been experimenting with AI for personal projects and stay up to date with the latest developments in the AI field.

I use Antigravity (Google IDE) with a mix of MCPs for vibe coding.

Project include my portfolio site, an app to manage local MCPs and a custom CV generator.

In my spare time

I spent the last couple of years renovating a house in East London where I live with my partner and a fluffy ginger cat called Fudge.

I love cooking and drink lots of tea. Earl Grey, black, no sugar, please.

When I find the time, I love to get lost in weird and puzzly video games.

Blaise Galinier

Design Leader & Systems Strategist

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Summary

Design leader and systems strategist with 20 years of experience in technology, including 18 years in design leadership and UX architecture across global enterprise, broadcasting, and high-calibre agency environments.

Combines player-coach design leadership with a Computer Science and HCI foundation. Specialises in untangling complex workflows, scaling multi-brand design systems, and pioneering AI-assisted product experiences.

Experience

HSBC — Product Design Lead, International Wealth & Global Blueprints

London, UK · Dec 2025 – Present

- Lead product design initiatives for international Premier and wealth-management mobile platforms across global enterprise markets.
- Develop customer onboarding blueprints and align interaction patterns and design-system foundations across distributed engineering squads.
- Partner with product managers, technical architects, and business teams to translate complex financial, regulatory, and backend constraints into coherent customer journeys.
- Shape design strategy for UK launch, with rollout planned across other high-profile markets in 2027.

Elsevier — UX Lead, Developer Experience & API Portal

London, UK · Aug 2025 – Dec 2025

- Set the short- and long-term product direction for Elsevier's API portal, including developer workflows, design-system foundations, and AI-assisted use of API specifications.
- Designed the MVP experience while keeping delivery stable, then pushed the longer-term portal beyond a Swagger-style documentation model towards APIs as first-class products.

CoSTAR Network — Mentor, Design & Strategy

London, UK · Jul 2025 – Nov 2025

- Mentored early-stage founders through product-market validation, value-proposition development, rapid prototyping, and operational roadmapping.
- Facilitated strategic workshops helping seed-stage ventures clarify user needs, product narratives, and go-to-market direction.

BBC R&D — Senior UX Principal, Innovation & Personalisation

London, UK · May 2022 – Feb 2025

- Led an innovation design team in a hands-on player-coach role, bridging frontier-technology research and production-grade product delivery.
- Designed AI-assisted authoring and segmentation tools for “Chapters & Moments,” with human-in-the-loop controls allowing editors to review, adjust, or override machine-learning suggestions.
- Shaped the design vision for Flexible Media, securing executive support and multi-year funding for adaptive AI-powered personalisation across BBC iPlayer and BBC Sounds.
- Developed UX guidelines and interaction guardrails for AI-enabled newsroom tools, helping maintain editorial integrity and user trust.

BBC — Creative Director, Internal Systems & Service Design

London, UK · Aug 2016 – May 2022

- Co-led a 20-person design and research team with another Creative Director, overseeing dozens of internal BBC systems spanning commissioning, content management, compliance, editing, and publishing.
- Helped develop an average-performing team into a high-trust design group with a strong culture and a reputation that made it a destination for designers across the organisation.
- Conceived and led IntGEL, the BBC's first shared internal design system and React component library, supporting more than 20 enterprise products.
- Re-architected the Passports metadata platform, embedding structured tagging tools into workflows used by more than 5,000 staff across 5.7 million assets.
- Established the BBC's internal service-design training programme, helping more than 100 designers, technical architects, and product managers develop stronger systems-thinking skills.

AllofUs — Experience Director / Lead UX Designer

London, UK · May 2008 – Jul 2016

- Progressed through four roles from UX Designer to Experience Director while leading multidisciplinary design work for clients including Microsoft, Sky, and Canal+.
- Directed complex digital transformations across connected TV, video-on-demand, data-rich interactive products, and spatial interactive installations.
- Mentored designers, developed agency-wide UX discovery methods, and managed client relationships from discovery through deployment.

Earlier Experience

Earlier roles in Paris included product management, business analysis and UX design at AF83 (2007–2008), consulting at Beijaflore (2006–2007), and a UX internship at AXA (2005).

Education

Master's Degree in Human-Computer Interaction & Ergonomics

Université Paris V René Descartes, Paris · 2005

MSc in Computer Science & Electrical Engineering

Supélec, Paris · 2004

Skills

Design leadership: Team leadership and development · Coaching and mentoring · Design operations · Research strategy · Cross-functional leadership · Stakeholder management

AI and systems: Human-in-the-loop AI · Agentic workflows · AI-assisted coding · Developer experience · Systems architecture · Information architecture · Data modelling · Service blueprints

Enterprise product design: B2B platforms · Data-dense workflows · API products · Power-user tooling · Legacy-system transformation · Service design · Usability research

Technical fluency: Design-system governance · IntGEL · React component architecture · Figma · Cursor · HTML/CSS/JavaScript · API integration