

Kristian Abenojar

Product Design Lead | AI Product & Systems

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PROFESSIONAL SUMMARY

Product Design Lead with 8+ years designing and shipping complex digital products across consumer technology, telecommunications and finance. I work across product strategy, interaction design, research and engineering, alongside an independent practice building AI products, evaluation tooling and agentic systems. My work explores how increasingly autonomous systems should behave, communicate and collaborate with people.

EXPERIENCE

Product Design Lead

VodafoneThree (Vodafone UK)
Greater London, United Kingdom | May 2026 - Present

- Lead product design and UX strategy for large-scale proposition, upgrade, personalisation and customer-finance work, from discovery through delivery.
- Design Guardian for the Vodafone Design System: manage Figma architecture, champion standards and keep customer-facing products coherent.
- Partner with Product, Engineering, IT and stakeholders to resolve constraints, influence decisions and ship clearer, lower-friction customer journeys.

Senior UX/UI Designer

VodafoneThree (Vodafone UK)
Greater London, United Kingdom | July 2022 - May 2026

- Designed personalisation, device trade-in and EVO customer-finance journeys that helped customers compare options and complete upgrade decisions.
- Partnered with product, engineering and commercial teams through discovery and delivery, using research and product data to improve conversion.
- Co-developed an internal UX mentorship programme that upskilled colleagues and supported an internal hire into a UX role.

Founding Product Designer

Caper | Concurrent with VodafoneThree
September 2022 - June 2025

- Turned a complex financial concept into a usable product, translating a technical whitepaper into a clear design roadmap and end-to-end workflows.
- Created the brand, product interface and flexible design system for funding, acquiring and exiting workflows, helping engineering ship consistently.

UX/UI Designer

Paper Leaf
Edmonton, Canada | September 2019 - May 2022

- Designed web and mobile products with engineers, project managers and designers, establishing UI kits and interaction patterns in Figma and InVision.
- Led interviews, competitive analysis, information architecture, prototyping and usability testing; contributed to CAA's national website, winner of the Digital Alberta 2021 Ember Award for Best Web Solution.

INDEPENDENT AI PRODUCT WORK

Eval Lab - AI Evaluation Harness

github.com/Kristianaaron/eval-lab
Independent project · 2026

- Designed and built an agent-agnostic evaluation platform for testing AI models and agents across quality, performance and behaviour, translating complex evaluation data into understandable and comparable results.

Cebu Profiler - Model Compression Pipeline

github.com/Kristianaaron/cebu-profiler
Independent project · 2026

- Designed and built a fail-closed pipeline for profiling large model checkpoints, quantizing or width-slicing MoE experts, gating quality against teacher outputs and handing off verified runtime artifacts.

SKILLS

Product: Product strategy, product design, interaction design, UX research, information architecture, prototyping, design systems, experimentation, accessibility

AI & Systems: AI product design, AI interaction design, agentic systems, human-in-the-loop workflows, LLM evaluation, local LLM inference, model behaviour and observability

Technical: Prototyping in code, Figma, JavaScript, TypeScript, React, Next.js, HTML/CSS, UserTesting

EDUCATION

Diploma, Digital Media and IT | Northern Alberta Institute of Technology (NAIT)

Edmonton, Canada | September 2016 - May 2018. Coursework: User Experience Design, Web Development, Web Design, Database Development

EARLIER EXPERIENCE

Product Designer | Social Hero Media, Edmonton, Canada | May 2018 - August 2018 - Designed web projects with engineering using research, Sketch and Adobe Creative Suite, improving conversion and time on site through UX, SEO and analytics.