ADRIAN COLE

PRODUCT DESIGN LEAD

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01 PROFILE

I lead product design teams that ship — pairing research with a strong point of view, then holding the line on craft through build. Ten years across public-sector, fintech and consumer work, most of it spent making complicated things feel ordinary.

02 EXPERIENCE

Product Design Lead

NORTHWIND · 2021 – PRESENT

Own design for the payments platform end to end: eleven designers across three squads, a shared component library and a research practice that runs continuously. Rebuilt onboarding around one decision per screen and cut drop-off by nearly a third.

Design Manager

STUDIO KADE · 2017 – 2021

Grew a two-person team into six without losing the studio's habit of drawing before deciding. Led the civic services rebrand that put every form in the city's portal on one accessible pattern set.

Interaction Designer

LOOP · 2015 – 2017

Designed the research tooling behind Loop's diary studies, and the reporting views that made their findings usable by people who never sat in a session.

03 RECOGNITION

Speaker at three European design conferences on accessible interface typography, and a regular critique partner for two design programmes. Work recognised by the Dutch Design Awards and the Webbys.

04 EDUCATION

MSc Human–Computer Interaction

Delft University of Technology

2013 – 2015

BA Industrial Design

Royal College of Art

2009 – 2013

05 AWARDS

Dutch Design Award

Interaction category

Rotterdam · 2021

Webby Honoree

Public service redesign

Lisbon · 2019

06 LANGUAGES

ENGLISH	■■■■■■■■
DUTCH	■■■■■■■□
SPANISH	■■■■□□□□
GERMAN	■■■□□□□□

07 REFERENCES

Marta Ibsen

VP Design, Northwind

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Piet van Dijk

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Sara Okonjo

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