



# Hello, Cleo!

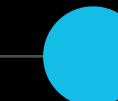
Juggling creativity and pragmatism, I help multi-disciplinary teams to design & build excellent services and experiences.

I have extensive experience and knowledge in many design disciplines, but my core skills are information architecture, service, product design. I care a lot about accessibility and usability.

I am a player-coach leader. I inspire teams and de-risk product hypotheses with just enough research, high fidelity prototypes and great conversations.

# Recent experience in product teams:

2016



Publicis Sapient

Associate Creative  
Director

2019



Babylon Health

Senior Design Manager  
Design Operations

2021



Farfetch

Senior Design Manager

2023



British Telecom

Head of Design  
( ID & Co-create)

Deputy Product  
Design Director

Head of Design  
(new propositions)

# Today



# Babylon Health

Key projects and results:

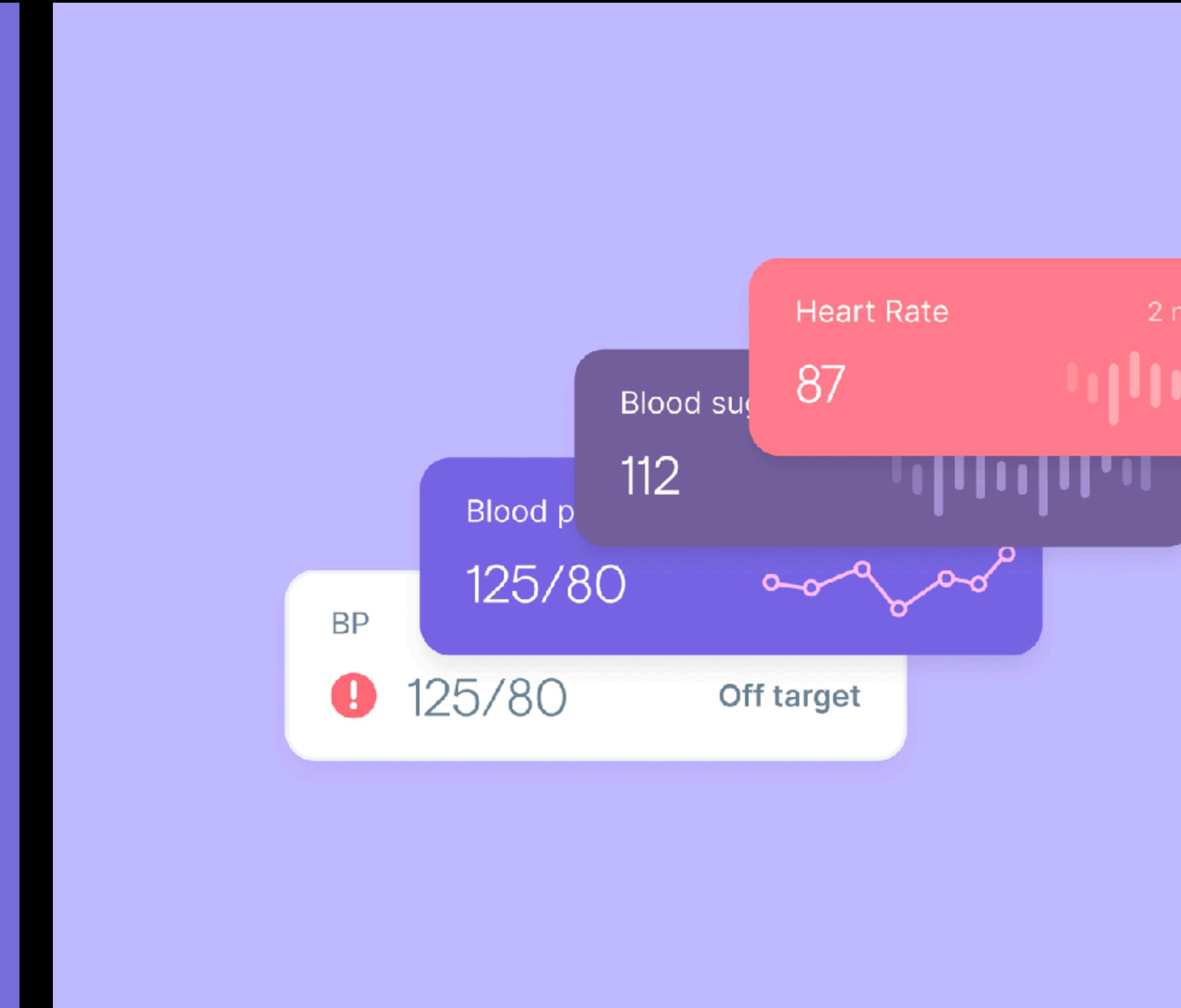
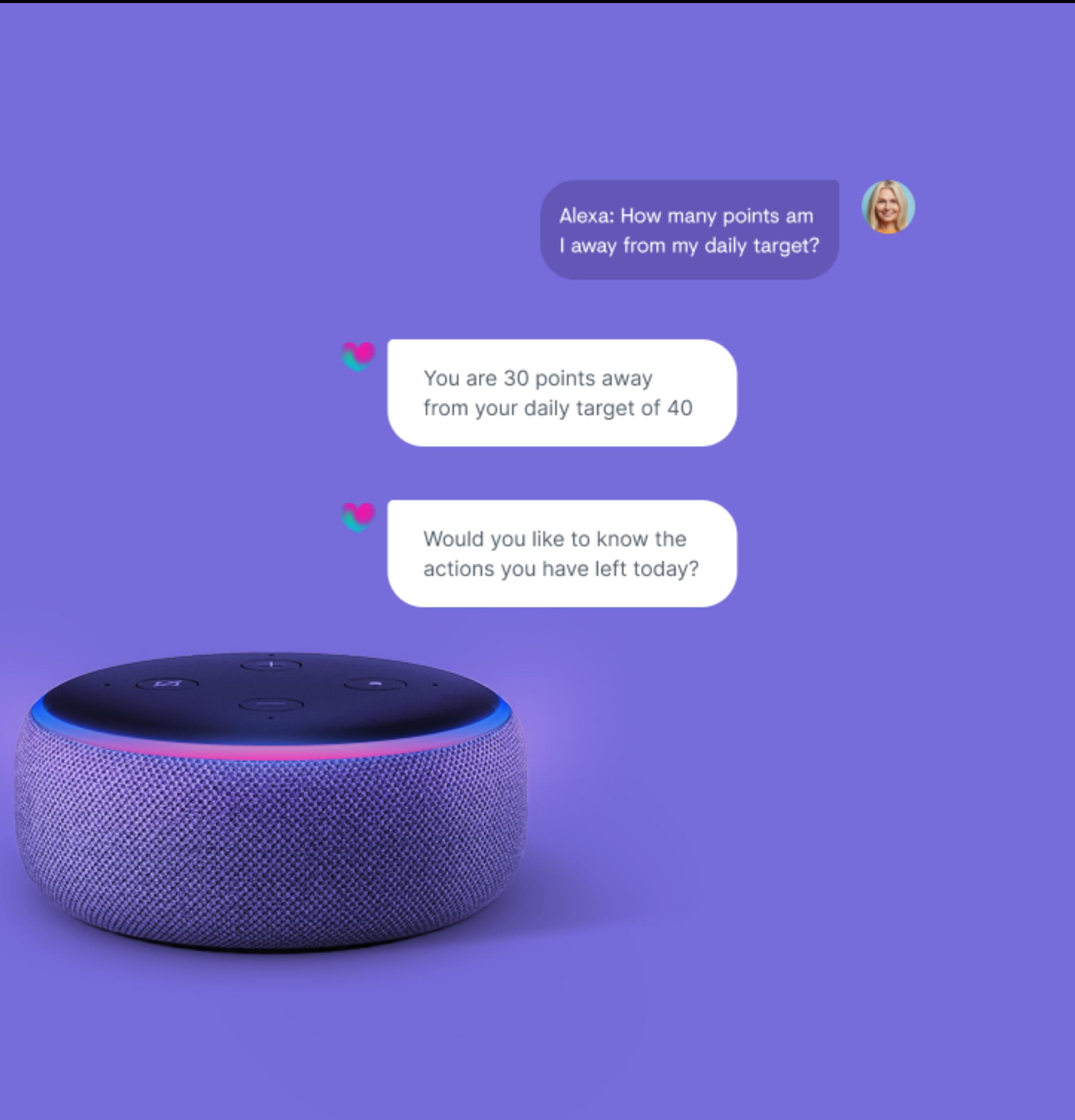
## Babylon DNA - Design System

UI component libraries and new visual language reduced the lead time from idea to code in 20% - cost savings estimated in 3 million pounds per year with front-end development.

## Babylon 360 - Service strategy & prototype

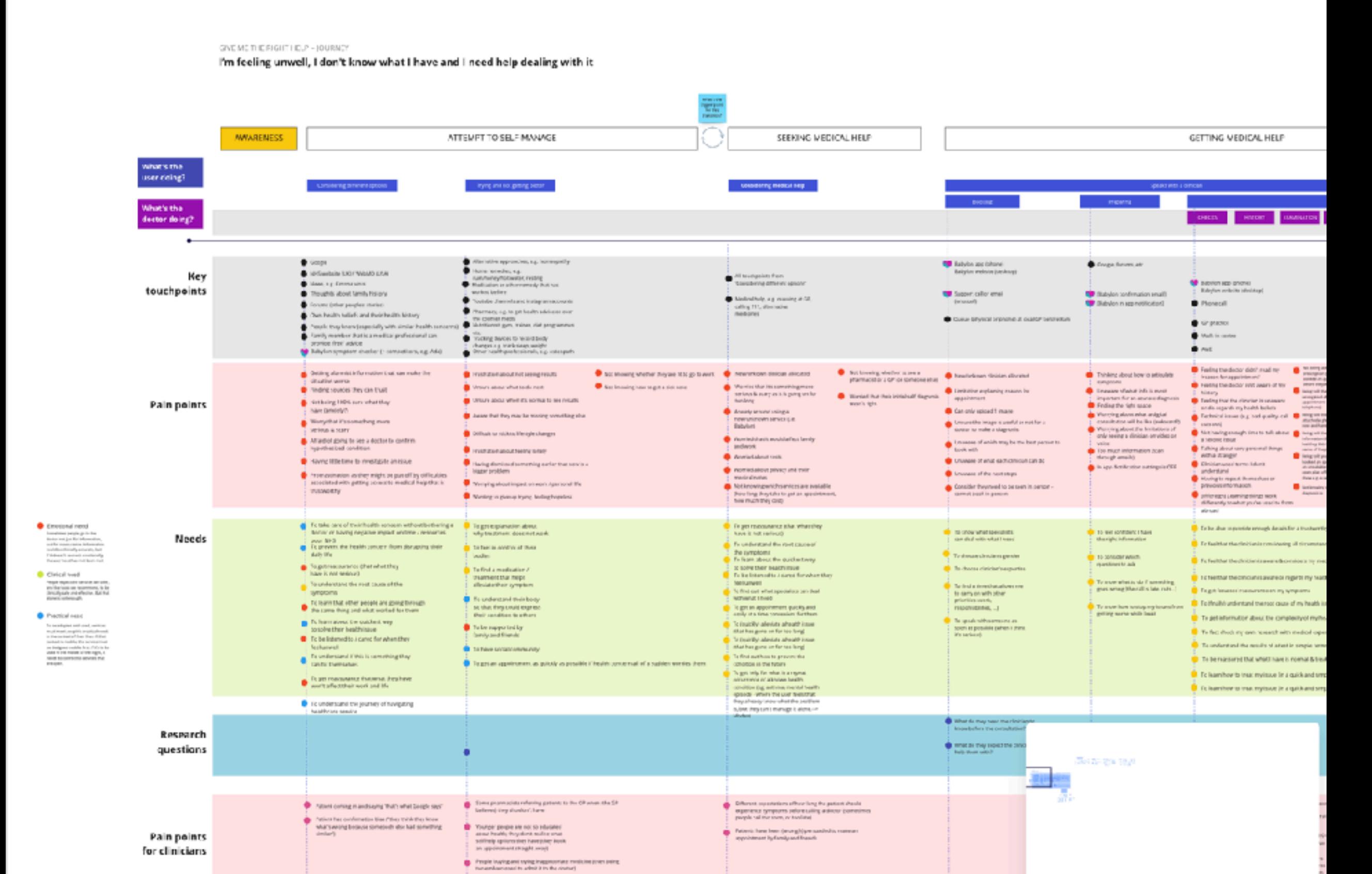
To adapt to a new market and funding model, we developed a new digital service to help on patients with chronic conditions using the best of AI to support healthcare professionals

The work enabled the go to market strategy in the US, with the pilot supporting thousands of patients.



# Maps and principles

With the foundations in place, we used Service Design to map all the journeys, break silos and help people to connect with the right specialists. We documented the experience principles based on research studies, and evolved the visual language to improve accessibility.



## Personal.

We'll get to know you personally - we don't believe in one-size-fits-all experiences

## Empowering.

We enable our members with positive insights to act on their health. We're not fatalistic.

## Simple.

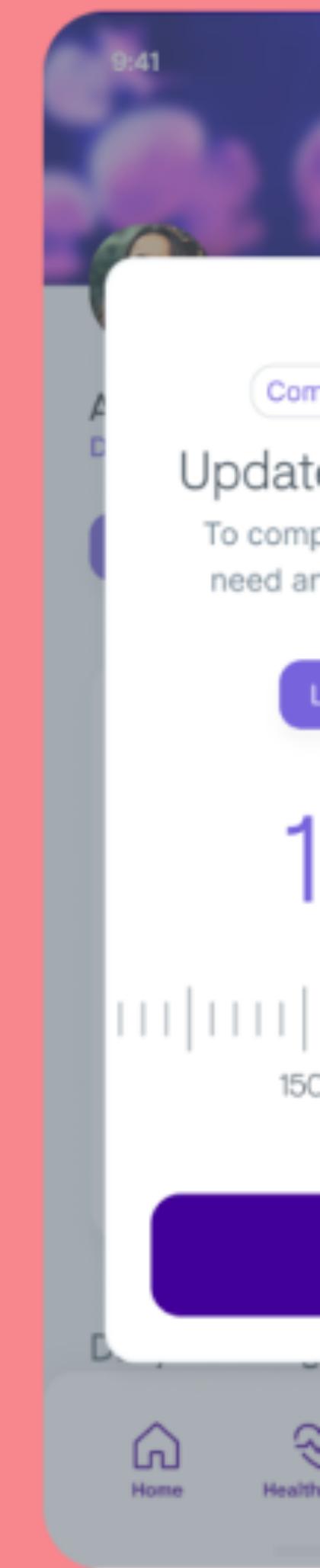
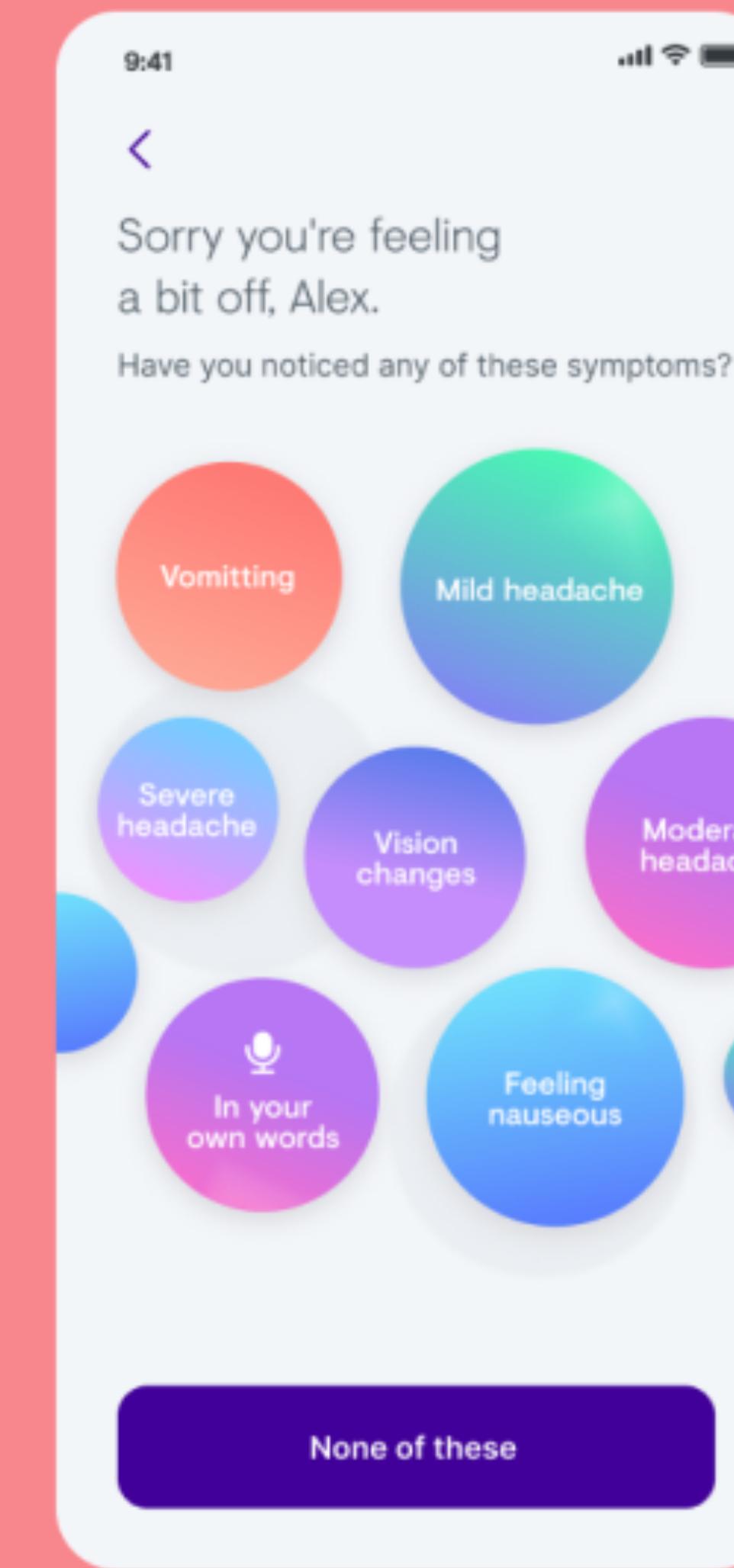
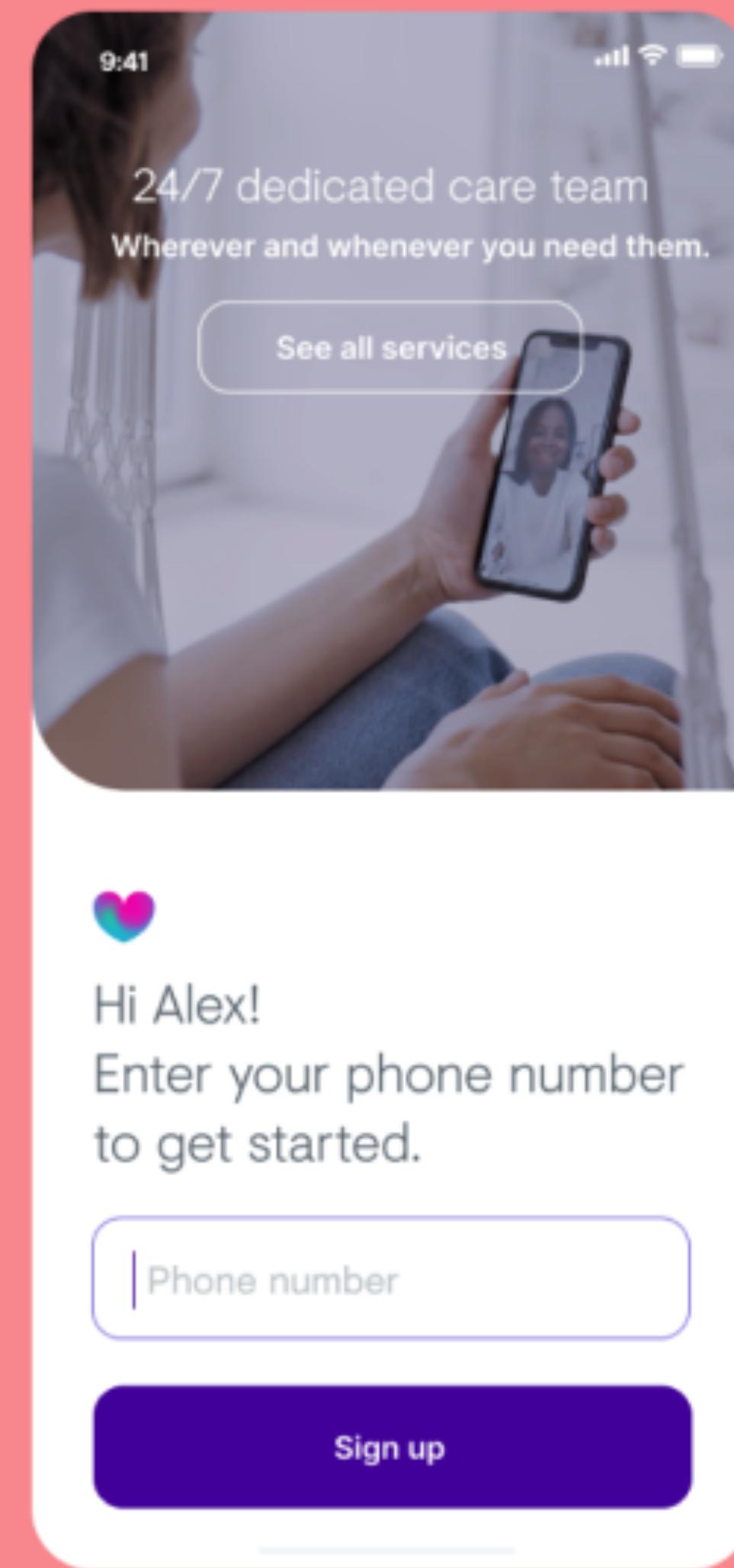
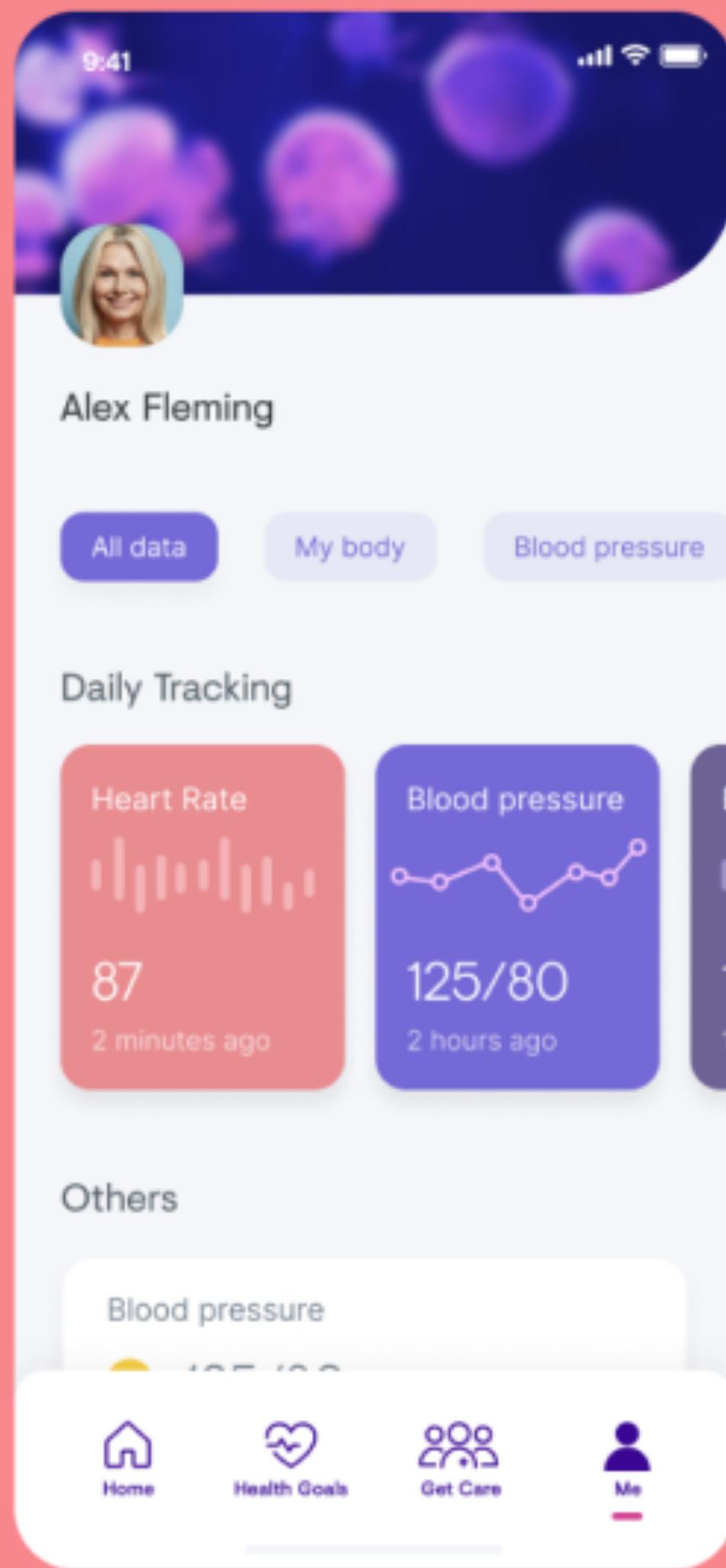
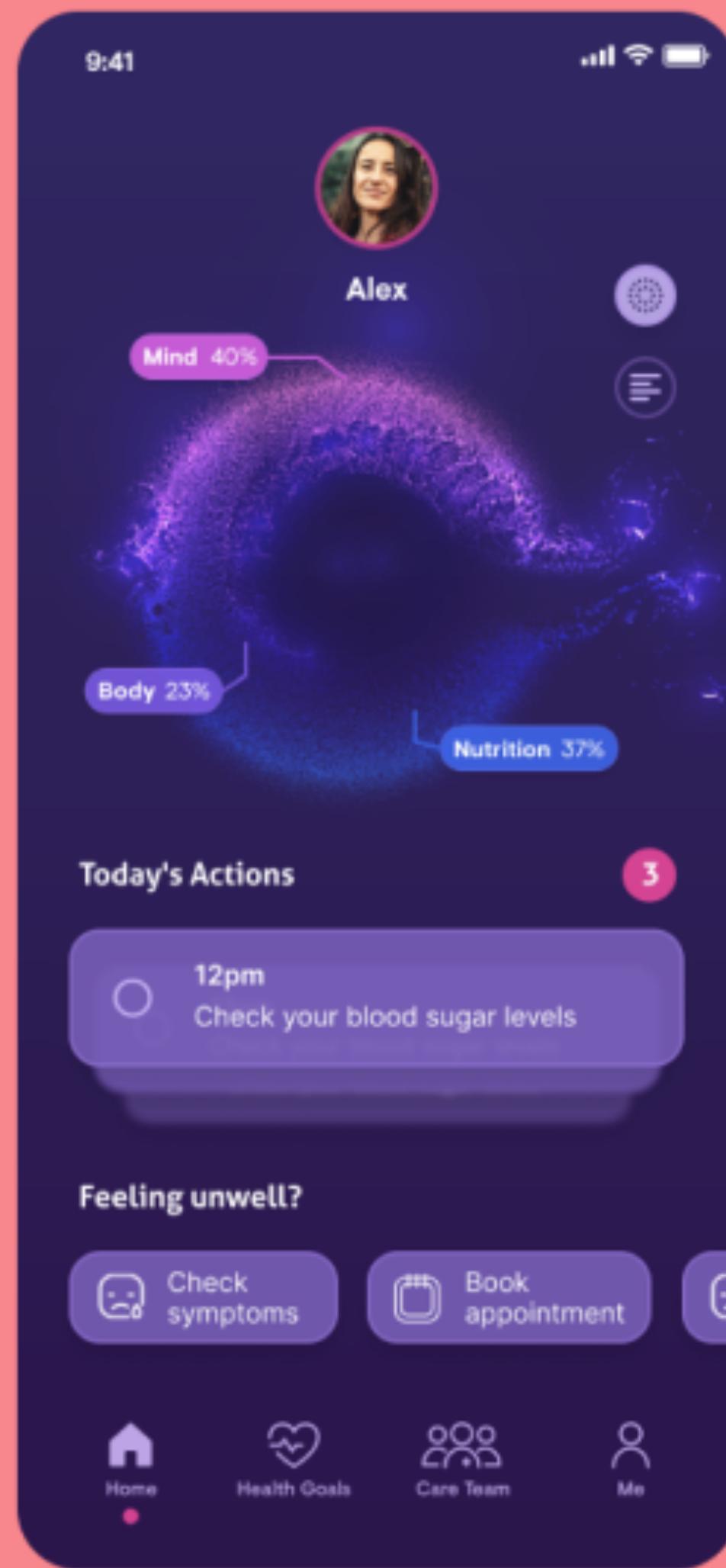
We support members with intelligent, clear actions. We remove the noise.

## Inclusive.

Our service feels welcoming, empathetic and conversational - we won't forget you

## Human.

People care for you, and people write our algorithms - it should feel that way



Discover more



Recommended for you

## Free genetics test

For the most precise understanding of your risk for multiple conditions.

Order my test

Recommended for you



## Free genetics test

For the most precise understanding of your risk for multiple conditions.

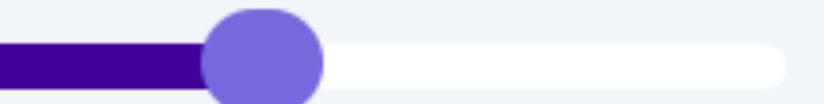
Order my test

Recommended for you

## 10lbs Weight loss

LEVEL 2

30 minutes moderate exercise per day.



Could reduce your risk of diabetes by about 50%.

Add to Health Goals

## Family history questionnaire



For an understanding of your risk of Diabetes, and some other conditions.

Remind me

Start now

Feeling unwell?

Tell us more

Have you ever had your blood sugar measured?

No

Yes

Recommended for you

10pts

How many units of alcohol do you drink a week?



Wine  
175ml, 13%

-

0

+

Next

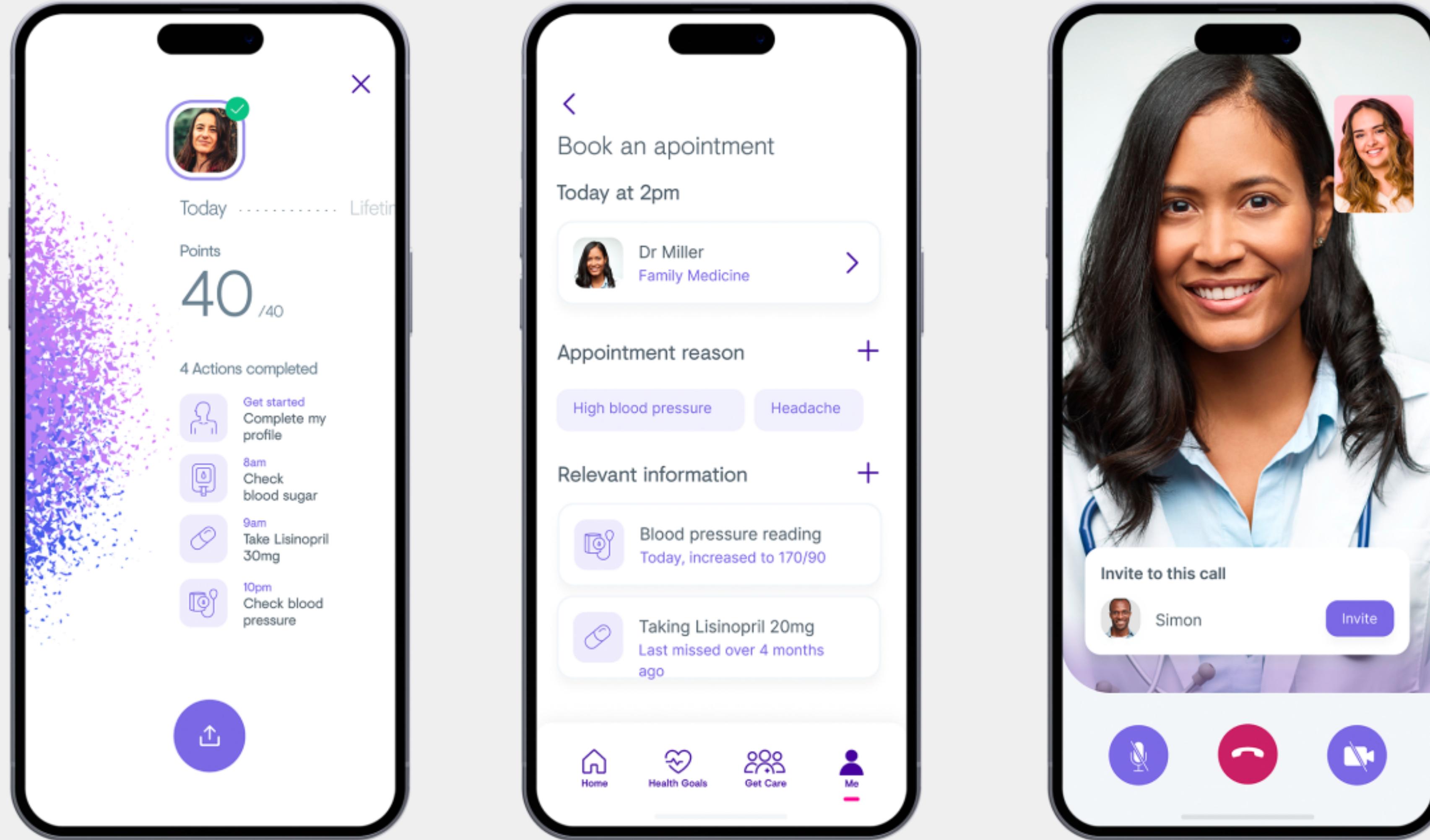
Alcohol !

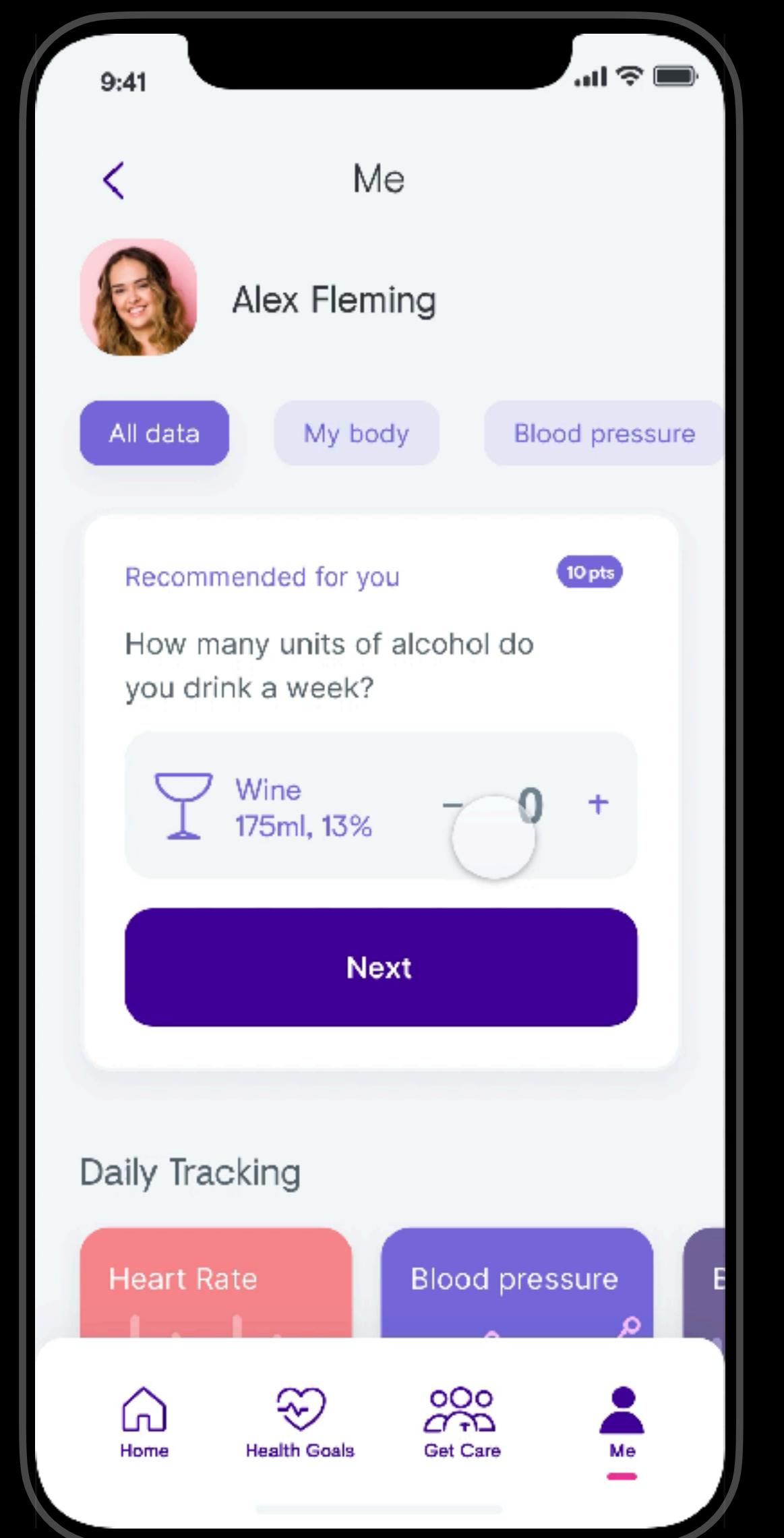
Your units of alcohol are too high. How about we change this habit?

We recommended 3 per week

Check our tips to find how to do that

Appointment experience + EHR information helps to create context for the consultations with doctors.





All rights reserved

Daniel Souza

Babylon 360

danieliscoding@gmail.com

# Lloyds Bank

Lloyds Banking Group is the UK largest UK retail and commercial financial services provider, with 26 million customers and a leading digital presence.

I have joined the company digital transformation program to initiate the journey redesigns for Commercial Banking.

After redesigning the onboarding process, we addressed all interactions that were cost intensive for the company, internally named as Commercial Servicing.

One of the most complex parts of this is to securely provide authorisations for groups to manage accounts.

This stream of work is live, and it reduced the average time for adding a party to an existing account from 23 days to 12 hours.

# Lloyds Banking Group



Monzo, N26 and fintechs changed mobile banking expectations. But propositions for business users weren't there yet when we started the product strategy for this work.

Lloyds invested mainly in 3 areas:  
1) making it easy to onboard a second party,  
2) assigning the right permissions  
3) reducing the number of calls with interactions that were not available in the internet banking.

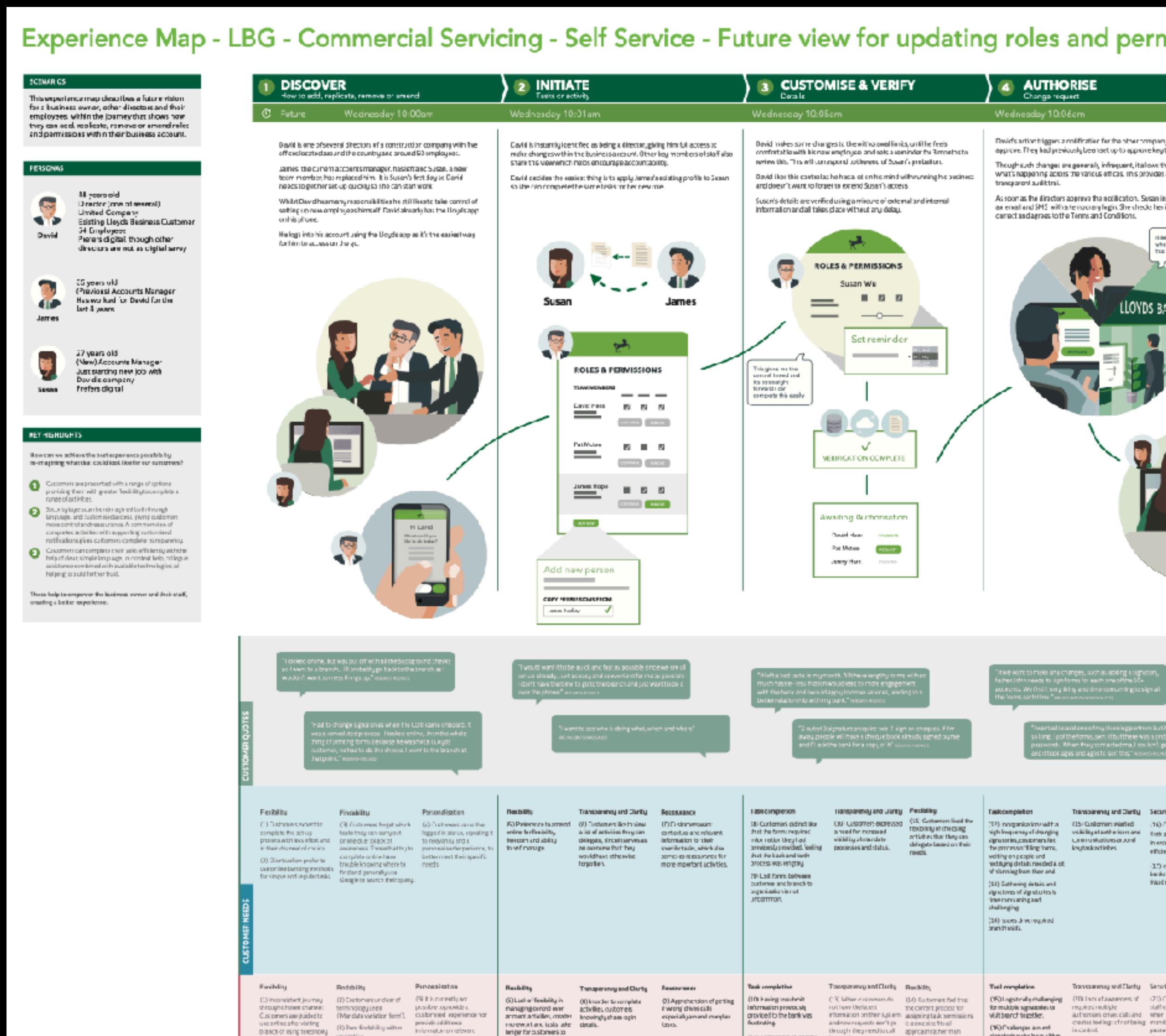
Elements of privacy, fraud reduction and security make this work complex and remarkable.

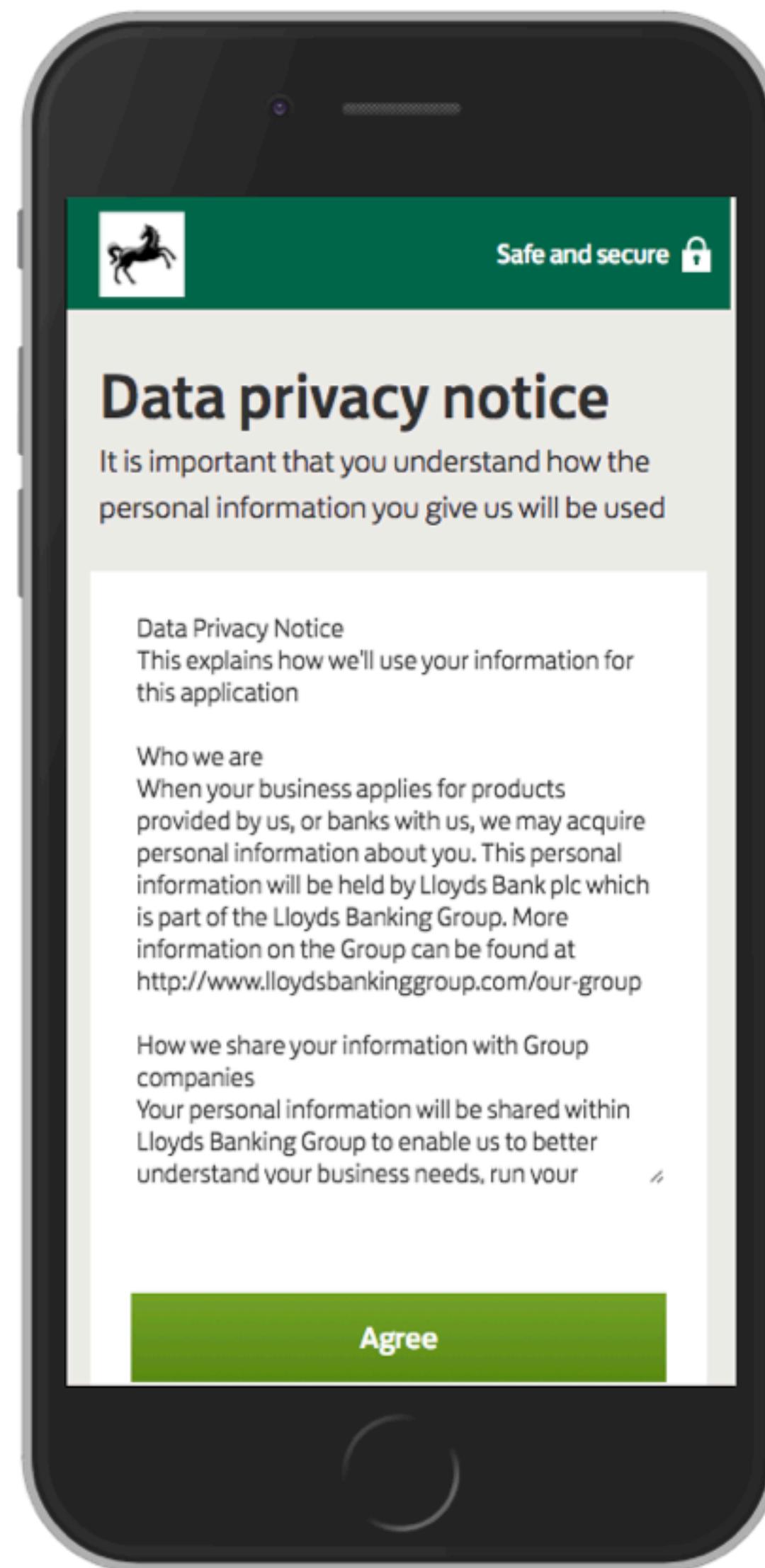
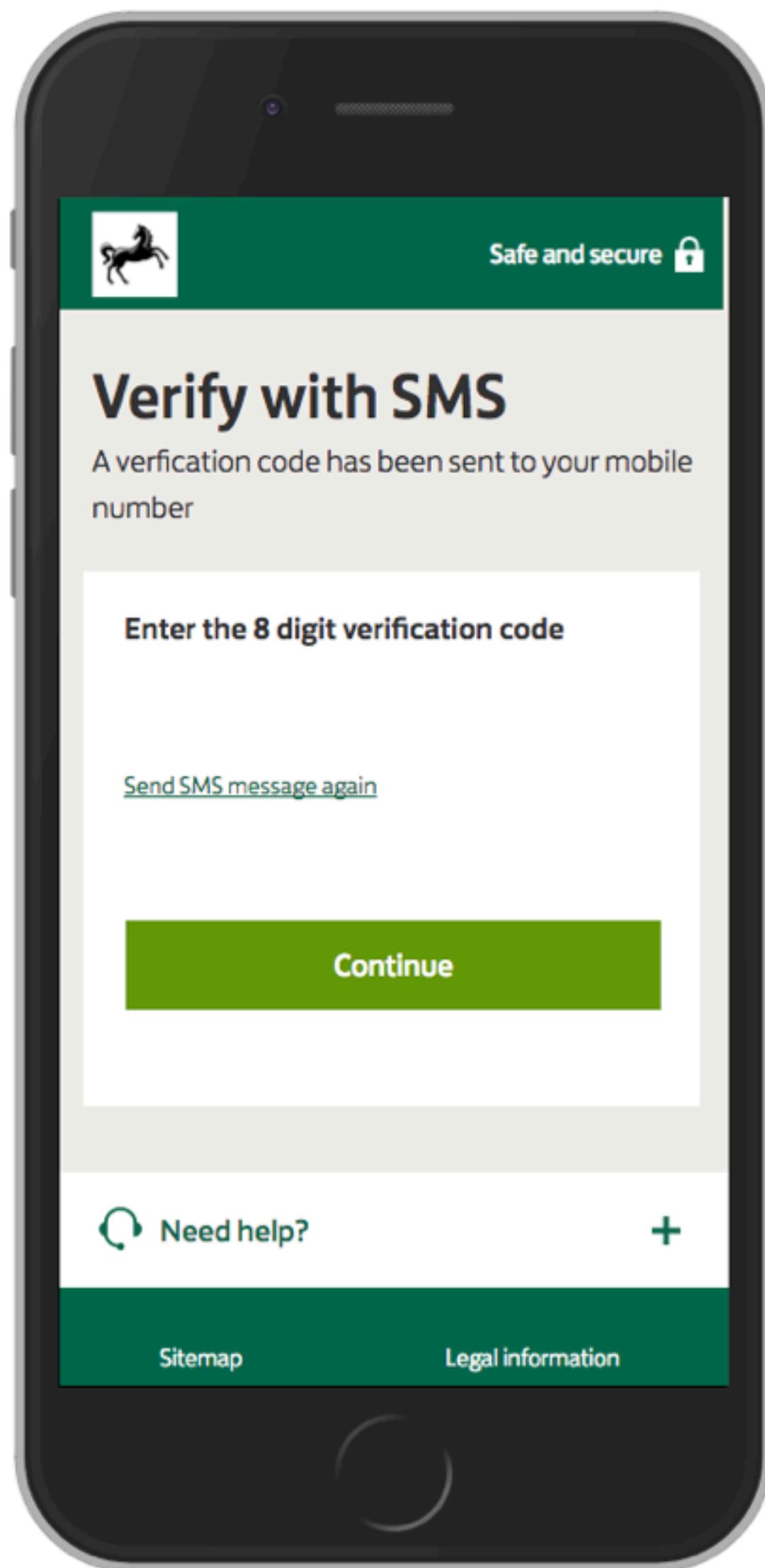
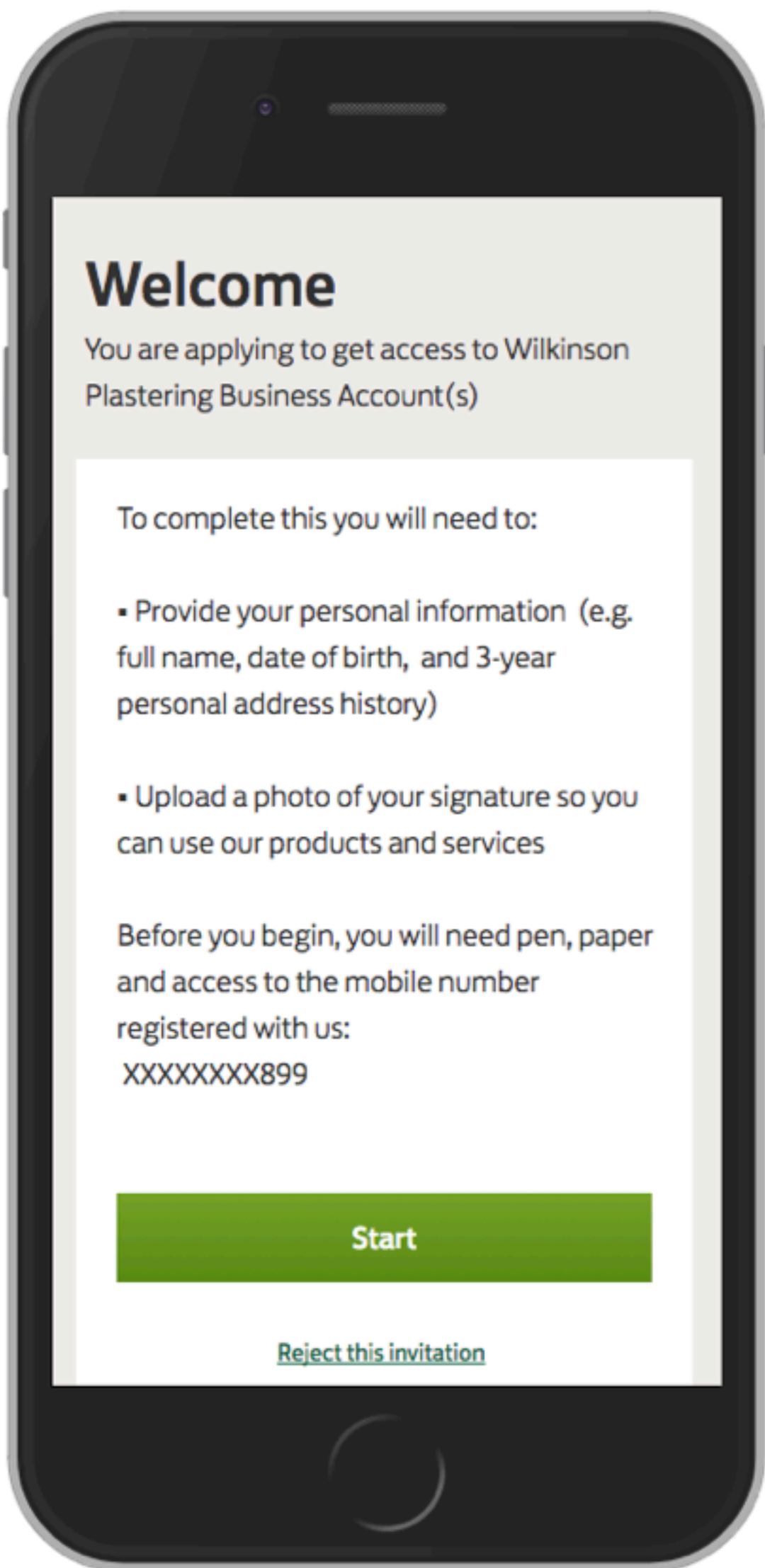
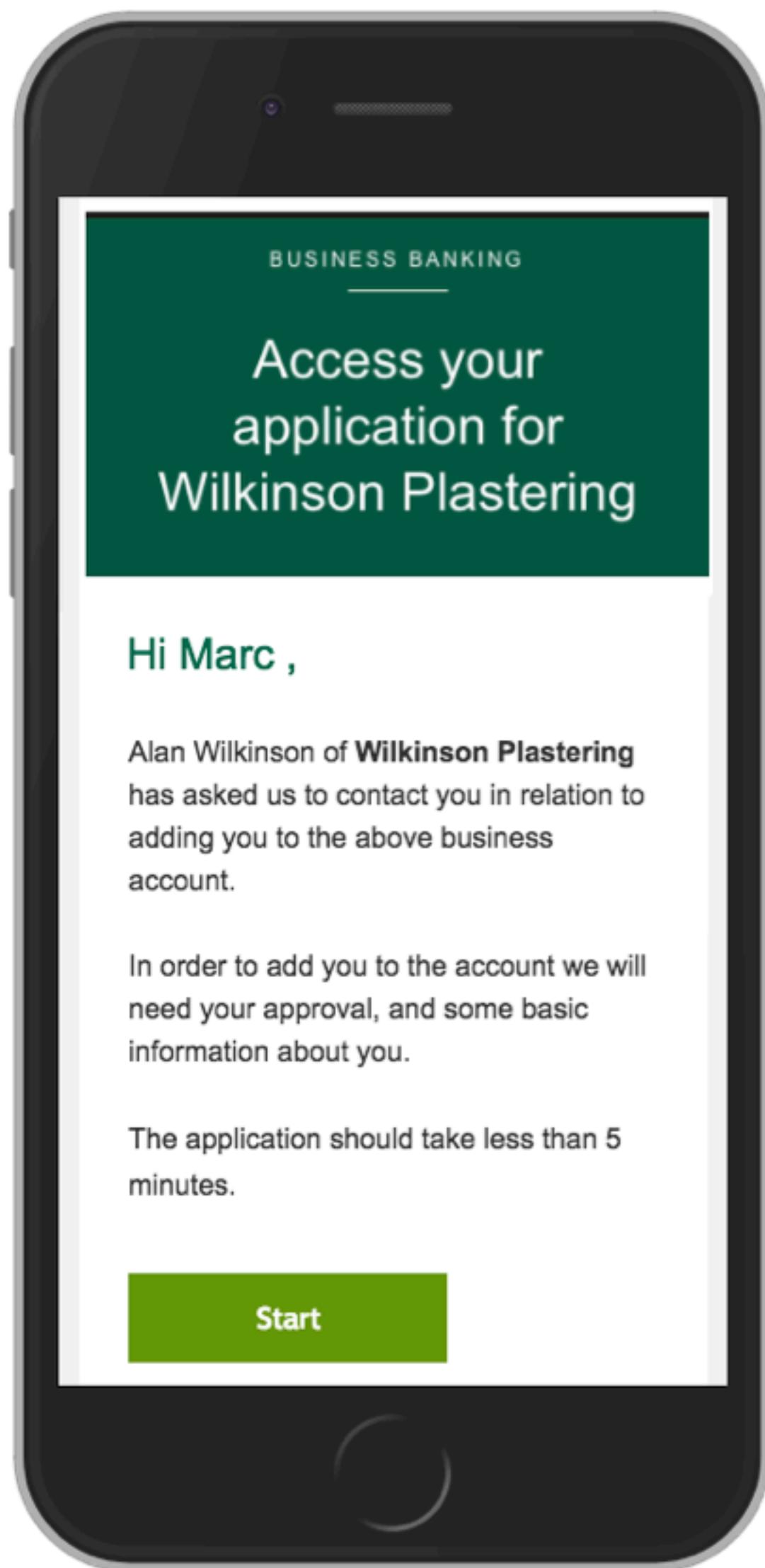


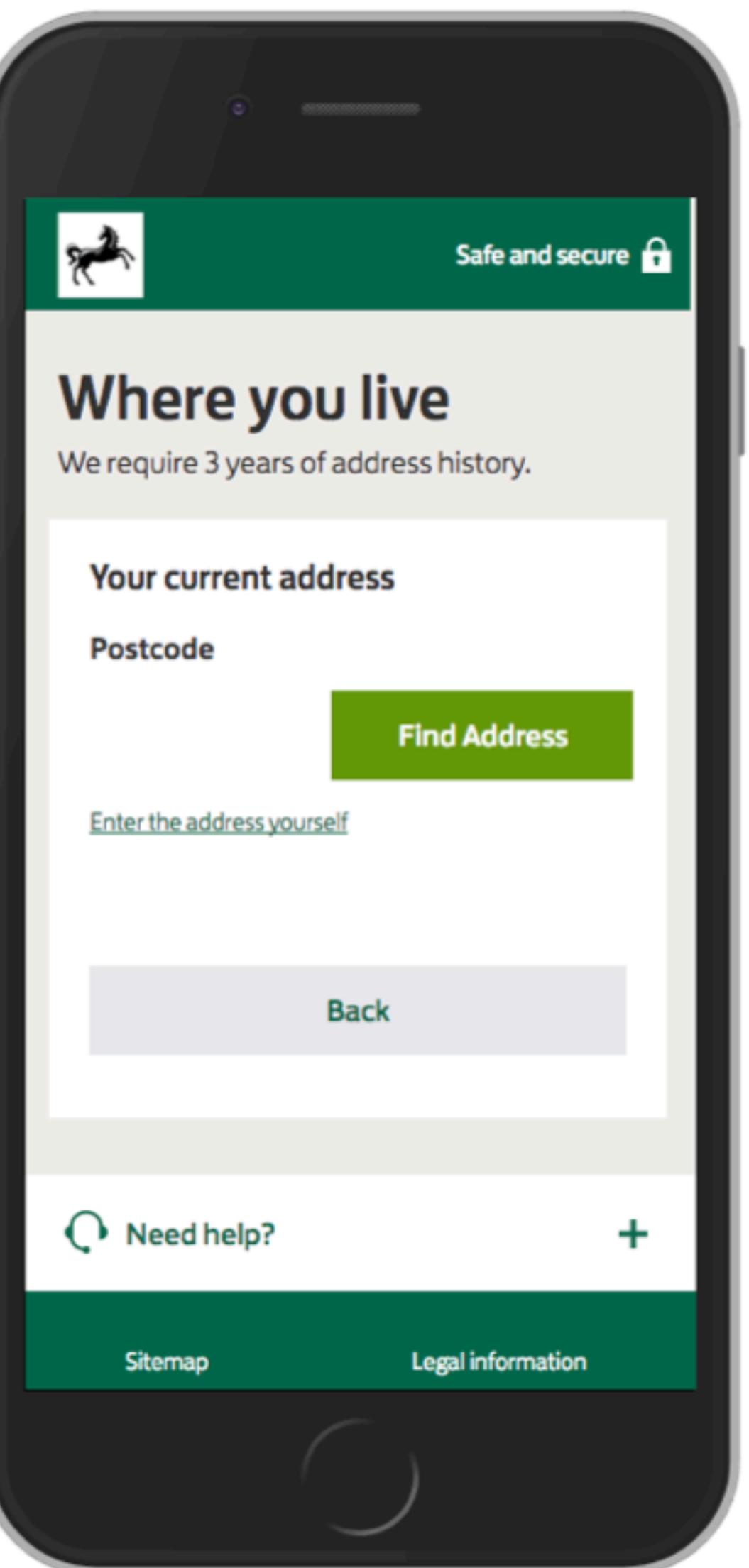
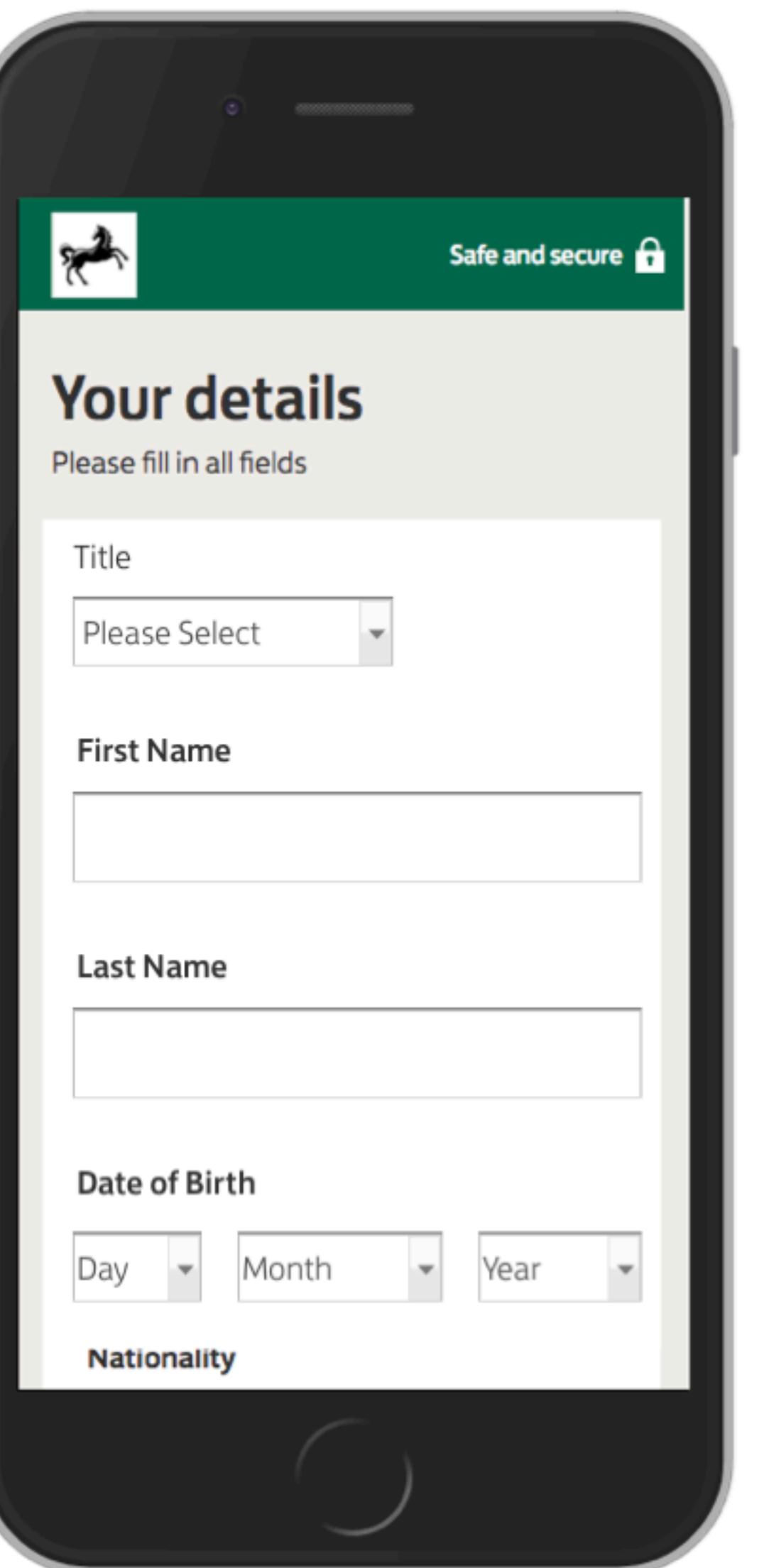
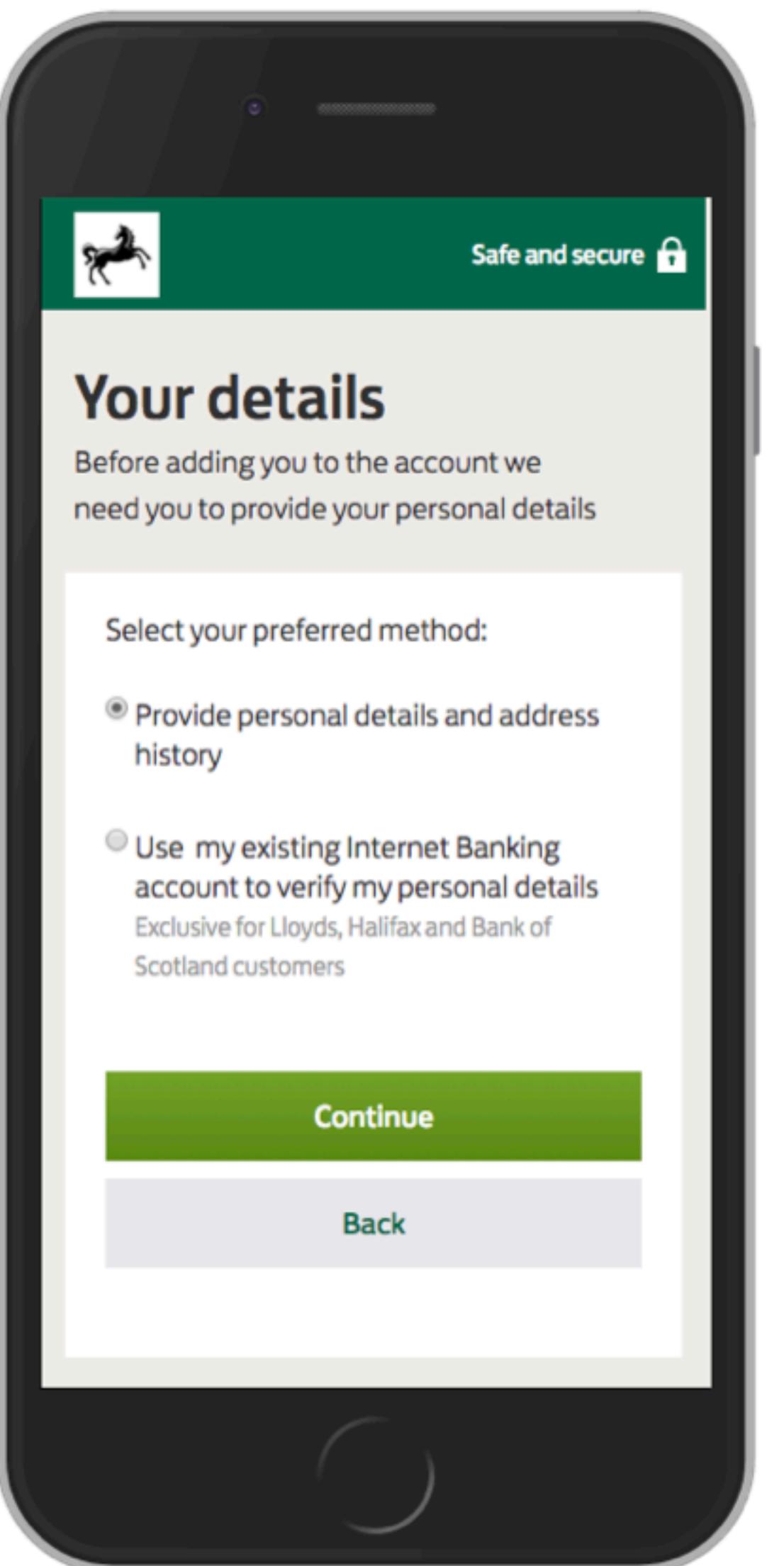
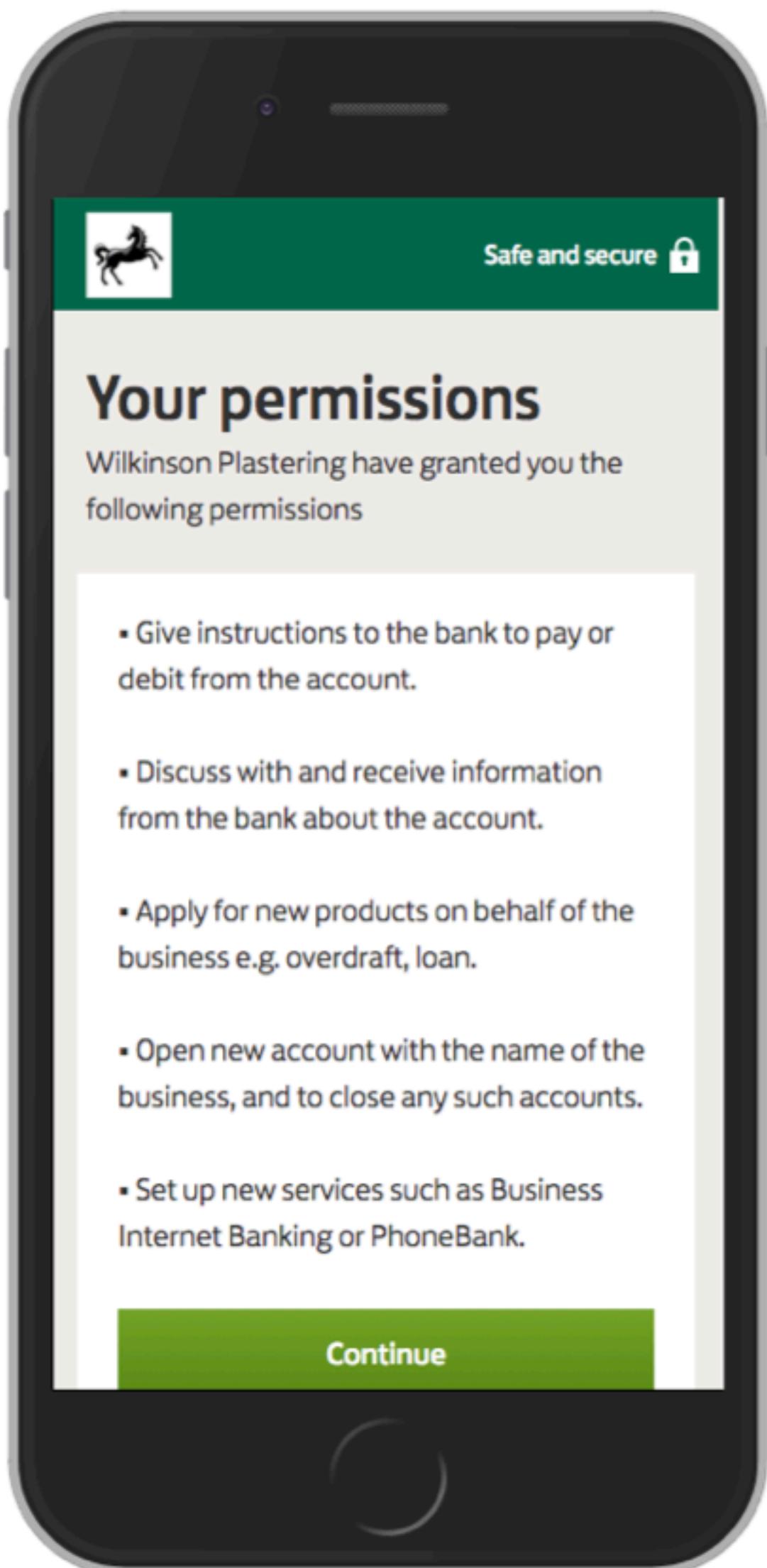
As the CX/XD Lead, I partnered with the Engineering Director, Product Lead and a Delivery Lead since the inception and discovery phases.

Later, I build the team of designers to support all three journeys, and designed the roles and permission service.

Accessibility, availability and continuity across channels was a big challenges.







Prototype available on demand. Live journey  
available online at [lloydsbank.com](http://lloydsbank.com)

Other projects and case studies  
available upon request.

[ola@danielsouza.org](mailto:ola@danielsouza.org)