Ali Taylor

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EXPERIENCE

AutoScout24

Team Lead Product Design Apr 2026 – Present

- Lead a team of 5 designers as a player-coach, owning design strategy, quality and design's voice at C-level
- Raised the craft bar through pair work, critique and direct coaching. Turned around an underperforming designer and brought a new hire through probation
- Won design a seat at tables it wasn't at before, and set a roadmap that matches team capacity to business need
- Brought AI into the team's processes through tooling, training and shared workflows
- Unblocked two strategic AI initiatives that had been deadlocked at executive level for two months
- Shaped who joins the design team, running hiring manager interviews, portfolio reviews and whiteboard sessions

Principal Product Designer Sept 2021 – Apr 2026

- Grew the design system from a couple of components into a multi-brand, widely adopted tool now underpinning design quality in more than 10 products, and defined the multi-brand approach that carried it into newly acquired markets
- Led design on a dealer-facing pricing intelligence tool that became the most-used feature in our dealer insights suite in Germany and Italy and the flagship of a new tiered pricing model
- Designed a cross-border platform taking AutoScout24 dealers onto AutoProff, our dealer-to-dealer marketplace: 85,000+ listings and 1,900+ dealers across Italy and Germany
- Designed a dealer performance product rolled out across Germany, the Netherlands and Canada. Part of a package that doubled German product revenue month on month
- Redesigned the homepage, rolled out across every AutoScout24 market: +9.96% leads and +1.82% main search clicks

Booking.com

UX Designer, Senior UX Designer Nov 2018 – Sept 2021

- Launched a new hotel check-in experience that cut guest wait times and raised satisfaction
- Redesigned the payments experience, validated through conclusive A/B testing, increasing company revenue

BookingSuite (Booking.com)

UX Designer Nov 2016 – Nov 2018

- Designed revenue and operations tools for accommodation partners in a hotel-facing SaaS division of ~100 people
- Built the BookingSuite App Store, a new revenue stream for Booking.com, launched across 14 European markets with 45 software services, and took thousands of purchases within days

EARLIER

Senior Product Designer, Arnold Clark Automobiles (2013–2016) · E-commerce Designer, Morrison Bowmore Distillers (2009–2013) · Freelance Web Designer (2007–2009)

EDUCATION

BSc Innovative Product Design, University of Dundee