



Chirag Cough

Design Engineer · Product design + Design Systems + FE
chiragcough.com · Studio_@live.com · UK / Europe · 

EXPERIENCE

Independent Design Engineer (Freelance)

Self-employed · Nov 2025 – Present · Remote

- **Rossholme School in Kenya (Ongoing):** Designing and rebuilding the website for a UK-registered charity supporting a primary school in Nairobi. Replacing a dated template-based site with a cleaner donor-facing design. [Case Study →](#)
- **Something Elfse:** UK folk duo. End-to-end engagement: visual identity, responsive website, album artwork across 5 releases (Spotify + YouTube), and a custom Decap CMS workflow simplified for non-technical client editing. Stack: Figma, React, Tailwind, Netlify and Decap CMS. [Case Study →](#)
- **Invoke:** A crypto-inheritance platform. I was brought in to define simple Figma variables; scope expanded into a full product redesign across landing, dashboard, and pricing experiences. Built a Tailwind-based UI kit and reusable pattern library to underpin the rebuild. Stack: Figma, React and Tailwind. [Case Study →](#)

Lead Design Engineer

bp · Aug 2022 – Oct 2025 · London / Remote

- Helped scale bp's central design system, adopted by 200+ projects across the organisation; received industry recognition including a Zeplin award.
- Built a frontend testing framework subsequently reused as a technical screening tool for new hires.
- Secured executive sponsorship at C-suite level for a global rollout of the design system, partnering with a then-EVP to accelerate adoption across regions.
- Introduced an Azure DevOps-based agile workflow that became the standard delivery model for a team of 100+ developers shipping against the system. [Case study →](#)
- 4-month embed in bp's Fleet programme, realigning fragmented regional design back into the central system.
- Led the 3D-rendered visual identity for bppulse.co.uk's global website refresh, replacing fragmented regional assets. [Case study →](#)

Lead Product Designer (bp, embedded)

ERM (Environmental Resources Management) · Apr 2020 – Aug 2022 · Remote

- Continued as bp's de facto lead product designer following ERM's acquisition of Fifth Business; led design across multiple internal SaaS platforms before being brought in-house by bp in Aug 2022.

Lead Product Designer (bp, embedded)

Fifth Business · Apr 2018 – Apr 2020 · London

- Hired into Fifth Business; placed on bp work in first month after delivering a promotional animation. bp re-engaged me directly to redesign the same product's interface from scratch, replacing prior agency work; contract extended continuously across new internal platforms. Case studies: [sass-1](#) · [sass-2](#)

Freelance Designer

Multiple clients including Fishwonders · Dec 2016 – Apr 2018 · London

- Animation, 3D visualisation and web design for digital and marketing content across a range of clients including Fishwonders (small aquarium retailer). [Case study →](#)

EDUCATION

BA (Hons) Graphic Design Communication

University of Westminster · 2012 – 2016

Foundation in Graphic Communication Design

Central Saint Martins, UAL · 2011 – 2012

ABOUT

Design Engineer and Product Designer with over a decade of experience spanning digital products, design systems and frontend development. During 7.5 years with bp, I progressed from Lead Product Designer to Lead Design Engineer, helping build and scale a central design system adopted by more than 200 projects. I work from early product thinking through to production, combining Figma, React, TypeScript and Tailwind with a background in fine art, motion and 3D. I am particularly effective at turning complex requirements into clear, reusable interfaces that teams can confidently ship.

SKILLS

Design Systems
Product Design
Front-End Development
UX / UI Design
Design Engineering
Rapid Prototyping
Interaction Design
Motion Design
3D Visualisation
Animation & Motion
Data Visualisation
AI-Integrated Workflows
Stakeholder & Delivery Management

TOOLS

Figma · React · Tailwind · HTML
CSS · Storybook · TypeScript
JavaScript · VS Code · Codex
After Effects · Cinema 4D
Azure DevOps · Decap · Netlify