

# Robert Sheppard

## Senior Digital Product Designer

<https://robertsheppard.design>

email: [hello@robertsheppard.design](mailto:hello@robertsheppard.design)

Telephone: +44(0)7973462158

---

### Work Experience

**Robert Sheppard Design Limited - Director** January 2018 to present  
I define and design digital products for global organisations and SME's including: Ford Mobility Europe, GOV.UK, Aston Martin, MyWay Digital Health and Hitachi Social Innovation.

**Ford Mobility Europe (contract)** July 2021 to present  
Lead Product Designer, responsible for the design of EV-specific features in the FordPassPro companion app. These features will support the launch of the E-Transit. As part of an agile squad, I lead the discovery and design phases of features and components that respond to problem statements and business goals. I've encouraged a fail-fast approach, following my adaptation of the lean experiment map.

**Hitachi SI - Lead UX/UI Designer (contract)** August 2020 to January 2021  
Working remotely, I lead the UX and UI design for two new digital products. The first is a fleet management product for heavy machinery. The second is a facility management dashboard for large, electrified, commercial vehicle fleets. For both projects I showed the teams how to define their products from a user-centred perspective. I then led them through the process of creating userflows, wireframes, UI design and a high-fidelity prototype.

**NewDay - Lead UX/UI Designer (contract)** July 2019 to March 2020  
Lead UX/UI designer in an agile squad, primarily related to the online acquisition journey for NewDay's own credit card brands. Utilising the Lean UX methodology to gain insight from data and customer feedback to drive design initiatives. I collaborated closely with product managers, developers, researchers & the marketing team. Lead initiatives that increased conversion rates by 12% (against a target of 4%).

**Buffalozoomedia - Partner** July 2012 to August 2017  
As a founding partner I managed and lead our own internal team of creatives and developers. I was point of contact for clients and their in-house teams, as well as suppliers and partners including Heathrow, Direct Line and The National Trust.

- Lead the UX/UI Design, Prototyping and managed the design of the 'Shotgun' app for Direct Line.
- Lead the UX/UI Design, Project Management and Team Leadership of digital transformation projects for Direct Line partners, including Sainsbury's bank, Clydesdale, RBS and Nationwide.

### Skills:

- Lean UX
- Workshops
- User journeys
- Information architecture
- Fast prototyping
- Concept sketches
- Wireframes
- Clickable prototypes
- Quantitative & qualitative research
- A/B testing
- User testing
- Remote user testing
- Using data insights
- UI design
- Product design
- Styleguides
- Design systems
- Brand identity design
- Design for print

### Software:

- Sketch
- Anima app
- Zeplin
- Adobe Creative Suite
- Adobe XD
- Figma
- InVision
- UserZoom
- Microsoft Teams
- Jira