

# Robert Sheppard

<https://robertsheppard.design>

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## Work Experience

### **People Can Fly - Product Design Director** July 2024 to present

Responsible for heading up the design of a suite of 0-1 products that support a new initiative and strategy within the business. Acting as the first designer, I prioritised and scoped the delivery phases of each product and presented my plan for new hires over the next 2 years. I documented design processes, best practice and workflows, in anticipation of onboarding new designers. I built a robust tokenised design system which allowed us to build the first iteration very quickly with just a small team. By following best practices, I have overcome the challenges of adaptability and scalability, whilst working with uncertain and fluid requirements.

### **Ford Pro - Lead Product Designer (contract)** July 2021 to July 2024

Defining and designing new digital products to support small and medium sized fleets. As part of a cross-functional agile squad, I lead the discovery and design phases of products and features that respond to problem statements and business goals. Adopting design-thinking methodologies, I've encouraged collaboration and a fail-fast approach within the product teams. I also mentor junior and mid-weight UX designers in order to nurture their UI design skills. I use our insights and results to champion the value of design to stakeholders. I work with the design system team to create new components and design patterns, contributing to the future scalability of Ford Pro's digital product suite.

### **Hitachi SI - Lead UX/UI Designer (contract)** August 2020 to January 2021

Working remotely, I led 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 designs and a high-fidelity prototype that they used to showcase with stakeholders and clients. I created a design system to allow them to scale the product through future iterations.

### **NewDay - Lead UX/UI Designer (contract)** July 2019 to March 2020

Led UX/UI design in a cross-functional 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. I led initiatives that increased conversion rates by 12% (against a target of 4%).

## Skills:

- Design leadership
- Stakeholder liaison
- Designing for business goals
- User-centred design
- Problem-solving with design
- Mentoring
- Design thinking workshops
- User journeys
- Information architecture
- Prototyping
- Wireframes
- Quantitative & qualitative research
- A/B testing
- User testing
- UI design
- Design process
- Design principles
- Product styleguides
- Design systems
- Tokenised design systems

## Software:

- Figma
- Figjam
- Sketch
- Adobe Creative Suite
- InVision
- UserZoom
- Microsoft Teams
- Jira
- Confluence
- Miro

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## Work Experience continued

### **Robert Sheppard Design Limited - Director** January 2018 to July 2024

Defined and designed digital products and design systems for global organisations and SME's including: Ford Mobility Europe, GOV.UK, Aston Martin, MyWay Digital Health and Hitachi Social Innovation. I liaise directly with business owners on Brand Design projects, taking them through strategy workshops, logo presentations and branding implementation.

### **Buffalozoomedia - Partner** July 2012 to August 2017

As a Founding Partner and shareholder, I managed and led our own internal team, which I grew to six creatives and two developers. I was key point of contact for clients including Heathrow, Direct Line and The National Trust. I developed trusted and long-lasting relationships with specialist partners and suppliers.

I acted as a Creative Director on all projects. Leading UX Product Design, including UI style direction, design systems and setting up processes and methodologies to streamline our internal workflow.

- UX Product Design and prototyping for the Direct Line's 'Shotgun' app. I liaised and managed our design team and Direct Line's external technology partner.
- UX Product Design, Project Management, and Team Leadership of digital transformation projects for the financial services sector including Sainsbury's bank, Clydesdale, RBS and Nationwide.

### **zoomedia Limited - Partner** June 2001 to July 2012

I co-founded the design agency and held leadership responsibilities, progressively expanding the design team. Through dedicated mentorship, I facilitated their growth into midweight and senior positions, fostering a dynamic and collaborative environment. As part of my daily duties, I provided guidance, oversight, and management to our creative team, effectively delegating operational tasks to both designers and developers while establishing an efficient internal workflow.

By 2012, our small agency had a prestigious client portfolio featuring names such as Mercedes-Benz, Direct Line, Direct Line for Business, Three, and Capita.