Robert Sheppard

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Professional Summary

Experienced UX/UI Designer with over 15 years of experience delivering user-centred digital / SaaS products and scalable design systems. I have a background in Graphic Design and Brand Design, with a total 35 years in the design industry. Proven track record of leading cross-functional teams, mentoring designers, and executing design strategy across enterprise, SME, and startup environments. Expert in Figma, Agile and Lean methodologies, rapid iteration and scalability.

Work Experience

People Can Fly - Product Design Director July 2024 to July 2025
Led the design of a suite of 0-1 SaaS products supporting a new business initiative and strategy. As the initial designer, I prioritised and scoped product delivery phases, presenting a hiring plan for the next two years. Documented design processes, best practices, and workflows to prepare for onboarding new designers. I built a robust, accessible, tokenised design system to expedite design decisions and the handover process, allowing the engineering team to build the first iterations very quickly. By following best practices, I overcame 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 SaaS 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. Developed a design system to facilitate product scaling for future iterations.

Skills:

- Design leadership
- Stakeholder liaison
- Designing for business goals
- Data visualisation
- Design for screen & print
- User-centred design
- Design mentoring
- Design thinking workshops
- User journeys
- Information architecture
- Rapid prototyping
- Wireframing
- Quantitative & qualitative research
- A/B testing
- User testing
- UX/UI design
- Design process
- Design principles
- Design systems

Software:

- Figma
- AI tools
- Sketch
- Adobe Creative Suite
- UserZoom
- Microsoft Teams
- Jira
- Confluence
- Miro

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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. Utilised Lean UX methodology to extract insights from data and customer feedback, driving 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%).

Robert Sheppard Design Limited - Director January 2018 to present
Defined and designed digital products, SaaS products, design systems, brand identity design, print design projects, and graphical content design 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.

Partner & Creative Director - Buffalozoomedia July 2012 to Aug 2017
- Managed team of 6 creatives and 2 developers; led all creative output
- Delivered digital and print design for clients such as Direct Line, National Trust, Heathrow
- Oversaw young driver app UX/UI design for Direct Line; ran transformation projects for UK banks

Partner - zoomedia Ltd June 2001 to July 2012
- Co-founded agency and led design initiatives for clients like Mercedes-Benz, Three, Capita
- Mentored design team and set up internal processes and workflows

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