

Robert Sheppard CV

<https://robertsheppard.design>

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+44(0)7973 462158

Professional Summary

Experienced UX/UI Designer with over 15 years of experience delivering user-centred digital SaaS products. 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.

Proven experience designing and shipping 0-1 products in fast-paced environments. From native iOS and Android apps, to desktop SaaS products and responsive web design. I'm happy working across the UX process, from research and product strategy to UI design. Expert in Figma, Design Systems for rapid iteration and product/feature scalability as well as Agile and Lean methodologies.

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.

Robert Sheppard Design Limited - Director January 2018 to present

Creating and shaping digital products spanning responsive websites, native mobile and web apps, SaaS platforms, design systems, brand identity, print design, and graphical content for global organisations and SMEs such as Ford Mobility Europe, GOV.UK, Aston Martin, MyWay Digital Health, and Hitachi Social Innovation. I work directly with business owners on Brand Design projects, guiding them through strategy workshops, logo reviews, and brand implementation. Roles held while contracting include:

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

Defining and designing native iOS and Android SaaS products to support small and medium sized fleets. As part of a cross-functional agile squad, I led the discovery and design of products and features aligned to problem statements and business goals. Adopting design-thinking methodologies, I encouraged collaboration and a fail-fast approach within the product teams. I also mentored junior and mid-weight UX designers in order to nurture their UI skills. I used our insights and results to champion the value of design to stakeholders. I started the design system and saw this develop into a team in it's own right. I collaborated with them to produce new components and design patterns, contributing to the future scalability of Ford Pro's digital product suite.

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- **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.

- **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. Working across both the app and the online experience, I 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%).

Partner & Creative Director - Buffalozoomedia July 2012 to Aug 2017

- Co-founded agency and led design initiatives for clients like Mercedes-Benz, Three, Capita
- Mentored design team and set up internal processes and workflows
- 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
- I created Direct Line's first digital design system
- Oversaw young driver app UX/UI design for Direct Line; ran transformation projects for major UK banks and Insurance companies.

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