HEY.

Antony Shaw
Product Design Lead / Director (Contractor)
www.antonys.app

Available for Part time/ Full time contracts from Early August.

Email: antony@hey.com │ **Phone**: +44 746 254 3586
Location: Remote / US or London Based │ **Nationality**: British

Daily Rate: from £525 (VAT inclusive)
Full-time: from £125k (Negotiable)

Professional Summary

Antony is a Product Design Lead with over 7 years of experience driving impactful design for global consumer and B2B products. Proven track record of leading cross-functional teams and collaborating with C-Suite executives in fast-paced, high-growth environments. Expertise in translating complex business requirements into intuitive, user-centric designs that drive engagement and business growth. Passionate about leveraging design thinking to create disruptive yet positively impactful product experiences across diverse industries.

Core Competencies

- Product Vision & Roadmap Development
- Strategic UX/UI Design Leadership
- App Prototyping (Flutter / Node.JS / Firebase)
- User Research & Data-Driven Decision Making
- Agile & Lean UX Methodologies
- Stakeholder Management & Executive Communication
- Cross-functional Team Leadership
- Defined regulated / unregulated financial products / features.
- Liaison with Branding / Marketing Agencies
- Design Thinking & Innovation
- Startup Growth Strategy & Fundraising Support

- Mobile-first & Responsive Web Design

Professional Experience

Product Design Lead / Director (Contractor)
2022 - Present

Spearheaded end-to-end product design initiatives for high-growth startups and established companies across diverse sectors. Additionally offer product / design support at all levels.

 Notable clients include Bits (YC), BlaBlaCar, Ticket Tailor, Packfleet, and Deya.

- Delivered innovative UX solutions that consistently exceeded client expectations and drove business growth.
- Led multidisciplinary teams through complex project lifecycles, ensuring timely delivery of high-quality design outputs.
- Conducted comprehensive user research and usability testing to inform data-driven design decisions.
- Developed and implemented scalable design systems that enhanced consistency and accelerated development processes.
- Defined regulated / unregulated financial products / features.
- Facilitated design sprints and workshops to align stakeholders and generate innovative solutions.
- Mentored junior designers, fostering a culture of continuous learning and elevating overall team performance.
- Supported clients in fundraising efforts through compelling design narratives and pitch materials.

Technical Expertise: Figma, Framer, Webflow, Flutter, Firebase, Node.JS

Principal Product Designer
Pollen | London / Los Angeles | 2019 - 2022

Led product design strategy for a rapidly scaling Gen Z-focused marketplace, integrating travel and music experiences.

- Shaped product vision and roadmap in collaboration with C-level executives, contributing to the company's recognition as one of the UK's fastest-growing pre-COVID startups.
- Established and scaled the design team, implementing processes that significantly improved design quality and efficiency.
- Pioneered a comprehensive design system that accelerated product development and ensured consistency across all touchpoints.
- Spearheaded user-centric redesign of core booking flow, substantially improving conversion rates.
- Initiated and led regular cross-functional design reviews, fostering a culture of design excellence throughout the organization.

Product Designer

Citymapper | London | 2017 - 2019

Supported design innovation for Citymapper's iOS, Android, and web platforms, enhancing the product's position as a leading urban navigation solution.

- Assisted in redesigning key user journeys, significantly improving app store ratings and user happiness.
- Supported Growth efforts across multiple new regions/cities. .
- Contributed to the conceptualization and implementation of new features, expanding Citymapper's value proposition in competitive markets.
- Supported the design of marketing materials and landing pages for global campaigns, directly aiding user acquisition efforts.
- Utilized people-informed design processes, leveraging feedback to continuously optimize user experience.
- Introduced new design tools and methodologies, enhancing team efficiency and output quality.

Interaction Design Intern

Ustwo | London | 2016

Contributed to innovative design solutions for high-profile clients, including those in the automotive industry.
- Assisted in all phases of the design process, from initial concept to final delivery.

- Collaborated with senior designers and developers to create intuitive interfaces for complex systems.
- Conducted user research and usability testing, translating insights into actionable design improvements.
- Utilized cutting-edge design tools to create high-fidelity prototypes and visualizations.

Education
BA (Hons) Product and Interaction Design

University of the Arts London / Ravensbourne

Miscellaneous experience (During Studies / circa 2015)

- Artist Liaison (Apple Music): Assisted high-profile artists at events (including Pharrell Williams, Little Mix, One Direction, Lion Babe, Chemical Brothers and more.
- Core Production Runner (BBC, Mercury Prize): Supported large-scale productions
- Production Runner - London Fashion Week