Antony Shaw
Senior Product Designer (Contractor)
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Phone: **+447462543586**
Location: **London / Midlands / Remote (Europe / USA)**
Nationality: **British**
Day rate: **£525 GBP | €600 EUR | $650 US**
Full-time rate: Available on request.

Helping companies define, experiment, prototype and launch products and features across iOS, Android and Web.

With over **8 years of experience**, I've driven impactful **UX/UI design strategies** for global products, guiding companies to uncover and implement user-centered solutions that drive both engagement and business growth.

With expertise in **prototyping** , **high-fidelity UI design** using **Figma**, and creating **scalable design systems**, I empower cross-functional teams to transform complex business challenges into intuitive, loveable products, collaborating with C-suite executives to shape product vision and strategy, ensuring that every design decision aligns with both business objectives and user satisfaction.

As an advocate for diversity and inclusion in tech, **I actively mentor aspiring designers and promote inclusive practices within teams,** joining Boards to actively encourage processes to improve hiring and retention for underrepresented talent in tech.

Experience:

Senior Product Designer (Freelance)
2022 - Present

Partnering with early and growth-stage startups to design, prototype, and launch product experiences across industries such as tech, transport, and e-commerce.

BlaBlaCar   **Bits**   PACKFLEET   TicketTailor   **+ more**

Clients include Bits (Y Combinator), BlaBlaCar, Ticket Tailor, Packfleet, and earlier stage startups.

- **Delivered user-centric UX solutions** that consistently exceeded client expectations, driving significant growth in user engagement, business metrics, and overall product success.

- **Designed and launched new product offerings**, leading to measurable increases in revenue, conversion rates, and key performance indicators.

- **Led cross-functional teams** through complex project lifecycles, ensuring the timely delivery of high-quality designs that aligned with business goals and user needs.

- **Executed in-depth user research** and usability testing, applying data-driven insights to inform and optimize product design, increasing customer satisfaction and retention.

- **Developed and scaled robust design systems**, enhancing consistency across products and reducing development time boosting team efficiency.

- **Defined and implemented regulated and unregulated financial product features**, ensuring compliance while enhancing user trust, security, and ease of use.

- **Facilitated design sprints and workshops**, bringing together stakeholders to generate solutions and align the product strategy with business objectives.

- **Mentored and coached junior designers**, fostering a culture of continuous learning, collaboration, and improved team performance.

- **Supported clients in successful fundraising efforts**, by creating compelling design narratives, prototypes, and pitch materials, contributing to securing investment rounds and boosting investor confidence.

Product Design Lead (Contractor)

BlablaCar Daily │ Paris - 2022-23

Partnered with the BlaBlaCar Daily team to enhance and evolve their commuting and ride-sharing app, shaping the user experience for thousands of riders and drivers across Paris.

- **Search Optimization:** Improved the app's search functionality, helping to increase driver and rider discoverability and leading to more successful ride matches.

- **Driver Experience Enhancement:** Supported efforts to raise driver request acceptance rates and improve accuracy in ride matching.

- **KYC & Compliance:** Integrated KYC and compliance flows, ensuring the app adhered to regulations while maintaining a smooth user experience.

- **Feature Experimentation:** Supported the teams experiments and testing efforts across web and mobile platforms, driving increased demand and user engagement.

- **Super Driver Program:** Contributed to the successful launch of the Super Driver Program, which enhanced driver retention and service quality.

Senior Product Designer (Growth) (Full-time)

Pollen │ London / Los Angeles 2019 - 2022

From 0-1 - Collaborated with teams to lead the design and launch of products for a rapidly scaling Gen Z-focused marketplace, blending travel and music experiences.

- **Product Vision & Roadmap:** Worked closely with C-level executives to help shape the product vision and roadmap, playing a key role in the company's growth and recognition as one of the UK's fastest-growing pre-COVID startups.

- **Product Design Leadership:** Led the establishment and scaling of the design function, introducing processes that improved both design quality and efficiency across the company.

- **Design System Development:** Developed a comprehensive design system that streamlined product development and ensured consistency across all user touchpoints.

- **Cross-functional Collaboration:** Collaborated closely with Growth, Acquisition, and Leadership teams, supporting product strategy and execution to drive business success.

Product Designer (Full-time)

Citymapper │ London │ 2017 - 2019

Contributed to the design innovation for Citymapper's iOS, Android, and web platforms, helping establish the app as a leading urban navigation solution with over 50 million downloads worldwide.

- **Supported Citymapper's growth across multiple new regions** and cities, ensuring consistent user experience and functionality in diverse markets.

- **Key User Journey optimization**: Assisted in optimizing critical user journeys, resulting in improved app store ratings and a significant boost in user satisfaction.

- Collaborated in the **conceptualization and implementation of new features**, enhancing Citymapper's value proposition and maintaining its competitive edge in the market.

- **Designed marketing materials and landing pages** for global campaigns, directly contributing to increased user acquisition and market penetration.

- **Coordinated User Interviews and Leveraged user feedback** to continuously refine the platform, ensuring that it met evolving user needs and enhanced overall user experience.

- Introduced new design tools and methodologies, boosting team efficiency and improving design output quality.

Interaction Design (Intern)

Ustwo │ London │ 2016

Under the guidance of an **award-winning agency** and a talented team, I gained valuable experience contributing to design solutions for high-profile clients, including those in the automotive industry.

- **Learning & Growth:** Participated in all phases of the design process, from initial concept to final delivery, gaining hands-on experience in real-world projects.

- **Collaborative Design:** Worked closely with engineers, senior designers and developers to create intuitive interfaces for complex systems, learning how to balance creativity with

functionality.

- **User Research & Testing:** Assisted with user research and usability testing, translating insights into actionable design improvements.

- **Prototyping & Visualization:** Created high-fidelity prototypes and visualizations, under the mentorship of experienced designers.

Previous Experience (During studies ~2016)

- ### Artist Liaison - Apple Music
   Provided on-site support to high-profile artists at major events, ensuring smooth operations and meeting the needs of performers including **Pharrell Williams**, **Little Mix**, **One Direction**, **Lion Babe**, and **Chemical Brothers**.

- ### Core Production Runner - BBC, Mercury Prize
   Assisted with large-scale live productions, supporting artists and production teams to ensure seamless execution at high-profile events.

- ### Production Runner - London Fashion Week:
   Supported the production team during **London Fashion Week**, coordinating and assisting backstage to facilitate a smooth event experience.

Education:

BA (Hons) Product and Interaction Design

Ravensbourne University / University of the Arts London (UAL) | 2016

Core Competencies

- **Product Vision & Roadmap Development**: Expertise in guiding product vision with a focus on iterative experimentation and rapid prototyping to refine ideas and deliver cutting-edge results.

- **Strategic UX/UI Design Leadership**: Leading design initiatives with a user-centric approach, ensuring that technological advancements translate into meaningful improvements in people's lives.

- **App Prototyping (Flutter / Node.js / Firebase)**: Building high-fidelity prototypes with agility, leveraging the latest tools to quickly adapt to project needs.

- **Agile & Lean UX Methodologies**: Skilled in applying agile methodologies, accelerating product development through collaborative sprints and iterative design cycles.

- **Stakeholder Management & Executive Communication**: Working closely with C-suite executives and stakeholders to ensure alignment with business goals and strategy.

- **Cross-functional Team Leadership**: Thriving in diverse, collaborative teams, leveraging varied perspectives to create holistic solutions.

- **Financial Product Design**: Experience in defining and implementing regulated and unregulated financial products and features.

- **Branding & Marketing Liaison**: Collaborating with branding and marketing agencies to ensure design consistency and impactful customer experiences.

- **Design Thinking & Innovation**: Utilizing design thinking principles to foster innovation and solve complex challenges.

- **Startup Growth Strategy & Fundraising Support**: Supporting startup growth strategies and fundraising efforts through compelling design narratives.

- **Mobile-first & Responsive Web Design**: Expertise in designing mobile-first, responsive web products for a seamless user experience.

Tools:
Figma,Google Analytics, Mixpanel, User Testing, Framer, Shopify, Cinema 4D, Flutterflow, Buildship,Cursor, Zapier, OpenAI, Canva, Notion, GSuite, Github.