

Shaun McElvaine

Senior Product Designer

✉ shaunmcelvaine@gmail.com

☎ +44 7834 281466

🌐 www.shaunmcelvaine.com

📍 Seaford, United Kingdom

Overview

Three time **Founding Product Designer** with a **Co-founder** background, specialising in 0→1 B2B SaaS for high-complexity domains (including Fintech, Insuretech, IoT, Logistics and Auditing/Compliance). Proven track record of building scalable design systems from scratch and driving measurable business outcomes by enabling teams to execute fast.

Experience

Senior Product Designer | Pego

June, 2024 - Present / Tunbridge Wells, Remote

- **Established the foundational design practice** as the first Product Designer, collaborating directly with the CPO/CTO to align design vision with technical roadmap.
- Directed the end-to-end redesign of a complex IoT ecosystem, including **native mobile apps**, an **interactive 3D architectural model**, and **configurable analytics dashboards** - increasing client adoption and simplifying Facilities Management workflows.
- Operated as a de-facto **Product Manager**, leading the discovery and definition of new product lines (including an operational dashboard for a national rail network), defining roadmap prioritisation and bridging the gap between sales and delivery.
- Implemented AI workflows to **rapidly prototype** and test improvements to client-facing products.

Product Designer | Duck Creek Technologies

July, 2023 - June, 2024 / London, Remote

- Following the acquisition of Imburse by this large insurance tech company, supported Product Managers with scoping the **phased integration** of the payments platform into the existing established product suite for enterprise clients.
- Initiated the scoping and build of the **first company-wide Figma component library**, improving the efficiency by 40% of the 20+ UX designers working across 10 different products in the suite.
- Collaborated with the AI + Machine Learning product innovation team to produce **interactive prototypes** to showcase feature concepts and create product marketing demos.

Product Designer | Imburse Payments

April, 2022 - July, 2023 / London, Remote

- Built and deployed a comprehensive Figma design library from scratch **within the first 90 days**, accelerating front-end development cycles and ensuring UI consistency across B2B portals.
- Led the phased implementation of the design system across the B2B product portals by the Engineering team, resulting in **improved front-end development time efficiencies** and a more consistent user experience across the platform.
- **Reduced customer support tickets by 60%** by designing the first B2B data reporting product, translating complex payment API data into an intuitive dashboard that achieved **100% client adoption**.

Co-Founder | MegaMow

January, 2020 - February, 2022 / Sussex

- Architected a B2C e-commerce subscription model from the ground up, achieving a **20% new customer conversion rate** and scaling operations across three counties.
- Implemented a bespoke CRMS to **automatically schedule** the influx of customer bookings and streamlined company operations, generating over 50% improved ops efficiencies.
- Designed and implemented a bespoke **job logistics mobile app**, resulting in a 35% reduction in driving time for operators as well as providing real-time tracking and statistics to support company operations.

Creative Director + Founder | Magnify Creative

December, 2013 - December, 2019 / Sussex

- Led project scoping, branding, UX/UI design, usability testing, implementation and maintenance of over 100 website projects for a diverse range of startup, SME and corporate clients (including the **NHS** and **YMCA England**).