ED RUSSELL

LEAD PRODUCT DESIGNER

hi@edrussell.xyz ✉

edrussell.xyz 🗔

SKILLS

DESIGN

Qualitative research
Quantitative research
Prototyping
Interaction design
Design systems
Accessibility
Information architecture
A/B testing

TECH EXPERIENCE

Native mobile apps
Responsive web apps
AI and data science
Data security / privacy

LEADERSHIP

Facilitation
Presentation
Mentoring

BUSINESS

Lean business design
Value proposition design
Stakeholder management

DELIVERY

Project shaping
Team collaboration

I can help you ship better products.

I ask the right questions to find products that are valueable **now**. I am biased to action and continuous improvement through iteration, over "big-bang" one-offs, or decision paralysis.

EXPERIENCE

NOV '22-PRESENT (contract)

USTWO / LEAD PRODUCT DESIGNER

1. Leading on the 3rd phase of ongoing project with US asset management company to explore growth opportunities. Recruiting for and conducting user and stakeholder interviews. Assessing and prioritising opportunities and strategies. Creating Hi-Fi UI prototypes and pushing their brand.

2. Redesigned a major US energy company's web platform where customers manage their accounts, bills, and payments. Created and maintained a responsive and fully accessible design system. Worked in cross-functional teams to launch and iterate on features.

JUL '22-NOV '22 (contract)

HUGE inc. / LEAD PRODUCT DESIGNER

Lead design team to deliver a reimagined B2B e-commerce service for the largest chemical distributor in the world. Working with brand agency to develop new UI components. Working with customer service reps and running user interviews to understand existing pain points. Creating and testing first wireframes and then production level UI designs of a highly technical ordering process. Presenting to business stakeholders.

JAN '22-JUL '22 (contract)

USTWO / LEAD PRODUCT DESIGNER

Lead on 2nd phase of project with US asset manager — focused on improving IA and navigation across one of their products. Ran tree-testing and user interviews to uncover issues and create recommendations. Worked with content and tech teams to design a data led approach to personalisation, and with internal design team to expand and push design system.

OCT '21-JAN '22 (contract)

XDESIGN / LEAD PRODUCT DESIGNER

Took a major consumer facing app project from initial concept designs through to build ready specs on a tight deadline. Worked with iOS, Android, and web engineers in Agile teams to find fast solutions to knotty challenges and get features built, whilst creating and prioritising a backlog for post-launch. Managed difficult stakeholder feedback processes to prevent launch getting delayed.

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EDUCATION

Problem Framing Design Sprint Academy	**2019**
Scrum Product Owner Georg Fasching	**2018**
UX Design General Assembly	**2016**
Product Management General Assembly	**2015**
Legal Practice Course University of Law	**2014**
Politics & Economics (BA) University of Sheffield	**2010**

EXPERIENCE (CONT.)

MAY '21-OCT '21 (contract)

USTWO / SENIOR PRODUCT DESIGNER

Principal designer on 1st phase of project with US asset manager. Lead on detailed user research — both qualitative and quantitive (large surveys) — and worked with strategists to help identify a new vision for a key web property. Designed and tested future facing UI concepts.

JAN '21-MAY '21 (contract)

GENOMICS plc. / SENIOR PRODUCT DESIGNER

Project to get participants to sign-up to a genomic testing kit as part of their health insurance. Designed and built a design system, from scratch, combining a strong brand identity with AAA accessibility standards. Worked with clinicians, genetic scientists, and product managers to understand business needs and balance these against user concerns on data privacy and identity.

APR '19-OCT '20

BABYLON / SENIOR PRODUCT DESIGNER

Worked on an AI team to design better tools for clinicians to validate and test the model's understanding of various medical concepts. Worked with data scientists to build monitor the success of these tools.

Worked on native app teams (iOS & Android) to improve the navigation and IA across the app — with a particular focus on appointment booking and retrieval. Worked with product management engineering directors to rethink user registration across multiple platforms and territories. Worked with analysts to run A/B tests to validate different approaches.

DEC '18-APR '19 (contract)

SN DIGITAL / SENIOR PRODUCT DESIGNER

Designed tool to manage scientific peer-review. Worked alongside the target users — editors, scientists, and producers — every day to iterate and improve the product with rapid iteration.

MAR '17-NOV '18

POTATO / PRODUCT DESIGNER

Lead discovery, design, and testing for clients including Google, Mozilla, and Royal Bank of Scotland.

Ran rapid research projects across timezones to understand user jobs and apply them to a prototype before testing again.

MAR '14-MAR '17

EVIDENT LEGAL / PRODUCT DESIGNER

Small start-up where I designed and worked with external engineers to build a web product that allowed users to craft their own legal documents online.