

## Sean Hills - Lead Product Designer | CV

Hi, I'm Sean, an award winning Lead Product Designer. I have 12 years industry experience successfully delivering end-to-end research and digital product design.

For full project case studies, please view my portfolio at: <https://www.seanhillsdesign.com/>



### Career highlights

- **Shell Recharge - Electric Vehicle Mobile App** - Designed from concept to launch, the app has been downloaded by 500,000 users across 35 countries.
- **John Lewis & Partners | Partner App** - Award winning UX/UI & Service design, £4 million invested & successful go live in 49 UK stores.
- **The Times & Sunday Times - Editorial software for The Times News Media content**  
I worked on numerous internal B2B system designs to optimise tooling for the creation of digital content for editors and journalists - 16 million monthly readers.
- **GOV UK Department for Education | My Apprenticeship App** - iOS & Android mobile app targeted at 700,000 apprentices in the UK. End to end delivery from research through to concept, prototyping, user testing and build in an Agile team.
- **Vodafone | My Vodafone App** - Successful launch to 17 global markets, 25 million users.
- **Not On The High Street - E-Commerce Checkout Redesign**  
Successful go live of a responsive web checkout UX & UI redesign. Generated 60% of the annual company revenue over the Christmas period.

### Industries

AI (Artificial Intelligence) - Telecoms - Retail & ECommerce - Media - Energy - Government - National Security - Military - Transport - B2B & B2C

### My Skills

#### UX Research

Ethnography  
One-on-one Interviews  
Survey Design  
User Testing  
Workshops  
Data Analysis  
Competitor Research  
Research Documentation

#### Soft Skills

Digital Strategy  
Logo & Branding Design  
Stakeholder Management  
Video Editing  
Recruitment

#### UX Design

Ideation  
Wireframing  
Rapid prototyping (Figma and AI)  
iOS & Android App Design  
Responsive Web Design  
B2B Tooling Design

#### UI Design

Figma - Auto layout  
Figma - Rapid prototyping  
Sketch  
Adobe  
Design System Utilisation  
Accessibility  
Data Visualisation  
Typography

## Career history

### **Turner & Townsend (via Esynergy) - Senior Product Designer (Contract) - October - Jan 2025**

I provided product design support during an 11 week discovery period commissioned to explore how T&T's internal software could evolve to accommodate a merger with a company called PJM, which would bring a new set of user needs. I also provided conceptual designs and high fidelity prototypes for how AI could be incorporated into their internal systems, drawing inspiration from products like CoPilot, Google Gemini and others.

### **Investec (via Foolproof) - Senior Product Designer (Contract) - March - October 2025**

Product design across Investec's digital product suite, including their mobile app and desktop platform. This included using AI design tools like Replit and Figma Make.

### **GOV UK Department for Education - Lead UX/UI Designer (Contract) - December 2023 - Sept 2024**

I led the design in an Agile team for an iOS/Android PWA mobile app targeted at the 700,000+ apprentices in the UK. This app aimed to improve business KPIs such as apprentice retention by better meeting apprentices' needs and improving pain points. This project went through a full life cycle of research, concept creation and iteration using the Govt Design System (GDS). The app went live in 2025.

### **News UK - Senior UX/UI Designer & Researcher (Contract) | Jan 2021 – June 2023**

I led the UX research, and product design for 2 major pieces of internal tooling software for The Times & Sunday Times. These tools were used by journalists and editors to create and publish content for The Times & Sunday Times website, and other digital platforms. The Times gets 16 million monthly readers.

### **Mumsnet - Senior UX/UI Designer (Contract) | October 2020 – Jan 2021**

I redesigned the Mumsnet website's homepage and content pages, focusing on updated UX & UI designs. This required responsive web design, and updated colours and typography.

### **Ministry of Justice (Judicial Appointments Committee) - Lead Interaction Designer (Contract) | July – October 2020**

I led the research and product design for a tool that would allow legal professionals to take their qualifying tests that would contribute to progression in their field.

### **Not On The High Street - Senior Product Designer (Contract) | August 2019 – March 2020**

I led the redesign of a new responsive e-commerce checkout for the NOTHS website. This redesign went live, bringing in 60% of the company's annual revenue over that Christmas period.

### **Shell Recharge - Lead UX & Service Designer & Researcher (Contract) | May 2018 – April 2019**

I led the UX research and design for a new hybrid mobile app (iOS & Android) for people who drive electric cars. This went live in 35 countries and has been downloaded 500,000 times.

### **John Lewis & Partners - Lead UX & Service Researcher & Designer (Contract) | Oct 2016 – May 2018**

I led the UX research and design for a mobile app designed for the retail staff working in the John Lewis stores across the UK. This product received a £4 million investment from the business, and went live in 49 stores across the UK.

### **BAE Systems - UX Consultant | August 2014 – September 2016**

I worked as a UX Consultant specialising in UX Research and Design, for clients such as Vodafone, The Ministry of Defence, The Royal Navy, Transport for London, Network Rail, and others.

### **Global Beach | Top 100 Digital Design & Build Agency - UX Designer | August 2012 – August 2014**

#### **Contact me:**

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