

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

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