

Scott Shaw

Product & Experience Design Leader

UK-based — working globally across digital product, systems, and experience design

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[Portfolio](#)

Profile

Product and experience design leader with 15+ years of experience designing and scaling digital products for global brands. I bridge strategy, design, and technology to help organisations launch products that drive measurable business outcomes. My work spans from shaping product vision and design systems to mentoring cross-disciplinary teams and embedding design into complex organisations.

I believe great design is systematic, evidence-driven, and collaborative — balancing craft, usability, and commercial impact.

Core Strengths

Product & UX Strategy • Design Systems & Ops • Team Leadership • Scalable Platforms
Prototyping & Experimentation • User Research • Stakeholder Facilitation
Enterprise SaaS • E-commerce

Notable achievements

Machine Football

- Lead the design from concept to launch on an AI based insights platform for investors in the world of football.

Fast Radius

- Led design for a next-generation manufacturing services platform, increasing purchase conversion by 48%.
- Defined a scalable design system unifying 6 disconnected experiences under one coherent UI.
- Introduced a data-driven design process using customer analytics and qualitative research to inform iteration.

Sybridge Technologies

- Designed an end-to-end project management platform overseeing \$3B+ in annual business volume.
- Championed agile design practices and design ops frameworks, improving delivery velocity by 35%.
- Partnered with executive leadership to define the company's post-merger digital integration strategy.

Mirum / Possible

- Managed a team of 10 product and UX designers, contributing to £20M+ in new business wins.
- Designed Wavemaker's media planning platform, reducing planning time by 99% and becoming a global internal tool.
- Created a digital-first e-commerce experience for Mercedes-Benz Vans, bringing the entire purchase process online for the first time.
- Advocated for design systems adoption, aligning global teams around shared components and brand consistency.

Huge Ltd

- Designed and delivered Thomson Reuters' first fully digital client data and personnel management platform, modernising a historically paper-based workflow.
- Worked closely with engineering and account leadership to define long-term product strategy and governance models.

R/GA

- Led user experience design for Beats Music, a streaming platform that reached #1 in both Apple and Android app stores and was later acquired by Apple for \$3B.
- Collaborated on early feature design for music discovery and playlist personalisation systems.

For a full employment history, see my [LinkedIn profile](#)

Approach

I treat design as a system: a bridge between business vision and user reality. My focus is on creating clear frameworks, scalable design systems, and collaborative cultures that enable teams to move fast without sacrificing craft.

I work best where design meets complexity — turning legacy processes, data, and technology into seamless human experiences.