

Hi, I'm Russ Hepton

I design products for humans

With over 10 years in the industry as a full-service Product Designer, I've delivered multiple products and services to market, working end-to-end from concept to delivery. I do this by understanding user and business needs while leveraging a user-centred, service and systems design approach.

EXPERIENCE

Senior Product Designer, EcoVadis | February 2023 - August 2023

[ecovadis.com](#) | [tag.studio](#)

- Planned and conducted user interviews with 6 participants to uncover pain points, later translating insights into actionable recommendations to decrease customer support issues and increase customer satisfaction scores.
- Synthesised UX research findings from interviews and surveys, translating insights into prototypes, then planned and conducted usability studies which led to a 30% improvement in engagement for EcoVadis' core sustainability assessment service.

Visiting Tutor, Arts University Bournemouth | June - July 2023

[aub.ac.uk](#)

- Mentored and tutored a class of 30+ students on the BA (Hons) Visual Communication course.
- Equipped graduates with the knowledge and tools needed for the best start possible in the industry.

Senior Product Designer, Target Group | May 2021 - April 2022

[targetgroup.com](#) | [View case study](#)

- Guided and mentored the offshore design team to enhance design skills, enabling the delivery of exceptional results in the transformation of Target's core mortgage origination service.
- Facilitated cross-functional collaboration and streamlined the design system and component library, resulting in a 30% reduction in project timeline and a 25% increase in team efficiency.
- Developed multi-channel user flows, templates, and prototypes for two rounds of usability studies to iterate the designs based on insight; this contributed to a 25% increase in user satisfaction and a 40% decrease in user errors.

Further experience overleaf...

FURTHER EXPERIENCE

Product Designer, IOHK | June 2020 - April 2021

iohk.io | [View case study](#)

- Led end-to-end research, design, and testing efforts resulting in the successful launch of Marlowe on the Cardano Testnet, a powerful smart contract SaaS application and cloud-based IDE.

Senior UX/UI Designer, ITF Tennis | April 2019 - January 2020

itftennis.com

- Drove the successful overhaul of the ITF's website, focussing on accessibility and pioneering a brand-led mobile-first design system. This led to a 57% increase in mobile usage and a substantial 230,000 more resource downloads.

Senior UX/UI Designer, Dyson | August 2016 - September 2018

dyson.co.uk | [View case study](#)

- Led the complete redesign of the JDF website, prioritising a mobile-first design, user-centred content strategy, and a seamless resource booking experience. This facilitated a 22% increase in mobile adoption and Engineering Box bookings grew from 26 to 163.
- Built and led a team of 3 designers to expand the newly-released UK e-commerce website to the Canadian market; resulting in the fastest rollout of any market on the digital transformation project.

Lead UX/UI Designer, Avado | September 2014 - July 2016

avadolearning.com

- Drove the UX/UI design efforts for the highly acclaimed Squared Online e-learning program, co-created with Google. This led to the expansion of the business into APAC and DACH.

TOOL KIT

- Figma
- Sketch
- Adobe CC
- Miro
- HTML/CSS/JS
- Git & GitHub
- Jira
- Agile
- Hotjar
- Pendo
- Google Analytics
- Ice axe

CLIENTS

- EcoVadis
- Target Group
- IOHK
- ITF Tennis
- L'Oréal
- Dyson
- Google
- Avado
- The Body Shop
- Munich Airport
- John Lewis
- Lloyds Bank

EDUCATION AND AWARDS

- **BA (Hons) Visual Communication - First class**
Arts University Bournemouth - 2012
aub.ac.uk
- **Highly Commended**
Mortgage Hub | MFG Awards - 2021
- **Best Online Distance Learning Program**
Squared Online | E-Learning Awards - 2014
- **D&AD New Blood Nominee**
Windows Phone 8 | D&AD New Blood - 2012