

Sam Tanner Lees | Senior Product Designer

Senior Product Designer with 7+ years' experience shaping end-to-end UX/UI for global B2C & B2B apps. Expert in user research, wireframing, prototyping, storytelling and design systems. Proven track record of boosting user satisfaction, reducing sign-up drop-off and coaching cross-functional teams to embed agile, user-centred practices at every stage.

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Experience

Ford Motor Company | Lead UI/UX Designer

JAN 2020 – PRESENT

- Led end-to-end UX/UI for Ford Pro Mobile (iOS/Android/web)
- Designed & launched camper-van in-vehicle screen operating system to be used globally by both Ford and VW.
- Designed SMART-home app prototype concept to integrate with future electric vehicles.
- Architected a modular B2B upfitter-integration tool, streamlining logic application on upfitted vehicles.
- Conducted bimonthly user interviews; synthesised insights into journey maps and wireframes
- Championed company-wide Figma rollout: developed and led 12 advanced workshops, mentored 6 junior designers—improving design consistency throughout organisation.

Ford Mobility | Product Designer

JAN 2018 – JAN 2020

- Led the end-to-end UX redesign of FordPass and FordPass Pro with VML, Ogilvy & GTB to iterate features cross-platforms like Fuel Report (3.0→9.2/10 satisfaction) and SMS-based Roadside Assistance (25% fewer support calls).
- Led the UX & UI refresh of FordPass Pro 2.0 –from competitive/analytics research to global remote testing (15+ van drivers per round via UserTesting.com). Synthesised insights from 30+ interviews into revised personas, journey maps and a prioritised feature backlog.
- Rapidly prototyped new concepts in Balsamiq and Figma, ran A/B navigation tests that eventually scored 9/10 usability and 70 NPS.
- Established an iterative “FPP 1.5” MVP launch and component-based design system—enabling screen-by-screen UI upgrades without re-architecting the app. This approach slashed development risk, accelerated release cadence by ~30%, and ensured global brand consistency.

Ford Motor Company | Developer

JUL 2016 – JAN 2020

- Trained in Java, Javascript, SQL, HTML and CSS in order to facilitate the Vehicle Operations and Sales team in maintaining and upgrading a dealership-facing web application.
- Awarded budget to fund innovative educational program for local schools.

Education

Southampton University

2008 – 2011

Physics BSc Degree

General Assembly

2018

11 week full-time immersive course providing me with the core skills and experience required to facilitate and lead UX design.

Certificate

DesignLab - AI

2025

5-week program harnessing AI for striking visual design.

Memorisely - AI

2025

10-week program focusing on Visual Design and advanced Figma features.

Memorisely - Visual Design

2023

10-week program focusing on Visual Design and advanced Figma features.

Skills

Design Tools

Figma · Sketch · Adobe Creative Cloud · Premiere Pro · InVision · Zeplin · Jira · Lightroom

Skills

User Research · Usability Testing · Journey Mapping · Personas · Storyboarding · Affinity Diagrams · Workshopping · Information Architecture · Prototyping · Wireframing