

Sam Tanner Lees – Senior Product Designer (UX/UI)

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Summary

Senior Product Designer with 7+ years of experience delivering end-to-end UX and UI for global B2C and B2B products across iOS, Android, and web. I lead complex cross-functional work from discovery to delivery, combining research, prototyping, systems thinking, and strong UI craft. Known for simplifying high-stakes workflows, improving measurable outcomes (activation, engagement, ratings), and levelling up teams through clear collaboration and design-system thinking.

Core Strengths

- End-to-end product design (discovery to delivery)
- UX research and synthesis (interviews, usability testing, affinity mapping)
- Information architecture, user flows, journey mapping
- Interaction design and prototyping (low to high fidelity)
- Design systems and component-based UI
- Stakeholder management, facilitation, workshops, storytelling
- Cross-functional collaboration with product and engineering (agile delivery)

Experience

Ford Motor Company (Ford Pro)

Senior Product Designer (acting as Lead across key initiatives) | Jan 2020 - Present

- Led end-to-end UX/UI across Ford Pro Mobile (iOS and Android), partnering with product and engineering from discovery through launch and iteration.
- Reimagined the Vehicle Details hub (information architecture and UI) to scale into a feature-rich experience (vehicle health insights, history, mapping, and future extensibility) aligned to the Ford Pro Design System.
- Delivered measurable improvements post-release: downloads doubled, app ratings improved, weekly active fleets increased 11x, monthly active users increased 331%, and paid telematics subscribers using the app weekly grew from 9% to 19%.
- Led design upgrades for the Upfitter Integration System (UIS), a canvas-based web tool for configuring vehicle integrations. Reviewed approximately 20 hours of interviews, built a prioritisation matrix, and shipped high-impact improvements (infinite canvas, modern zoom, clearer tool structure, workflow accelerators).
- Delivered high-velocity prototypes in Ford's Rapid Digital Prototyping environment (confidential), turning ambiguous ideas into tangible experiences for senior stakeholder decisions.
- Improved delivery health through regular retros and tight design and development alignment, reducing friction and keeping teams shipping under tight timelines.
- Championed Figma capability: ran 6 advanced sessions for 50+ designers (Variables, Auto Layout, Dev Mode) and created internal snippets to scale best practices; mentored junior designers.

Ford Mobility (FordPass / FordPass Pro)

Product Designer (UX/UI) | Jan 2018 - Jan 2020

- Led UX work across the redesign and evolution of FordPass and FordPass Pro, collaborating with agencies including VML, Ogilvy, and GTB from discovery through global release and iteration.
- Designed and tested features grounded in behavioural insight and usability outcomes, including Fuel Report (tested at 9.2 out of 10 user satisfaction) and Roadside Assistance flows that bridged phone-first behaviour into digital tracking via SMS magic links.
- Ran global research and remote usability testing to validate navigation, terminology, and multi-vehicle workflows; synthesised findings into personas, journey maps, and prioritised backlogs.
- Improved onboarding and vehicle activation flows using research and analytics; addressed severe early drop-off in the legacy activation journey and helped nearly double successful activation completion through flow simplification and iteration.
- Delivered A/B navigation testing (bottom navigation versus side menu), producing strong concept results (average 9 out of 10 usability and NPS of 70) to support product decisions.
- Introduced an incremental rollout approach (FPP 1.5) enabling screen-by-screen UI upgrades without a risky architecture rebuild, reducing delivery risk and making improvements easier to ship globally and consistently.

Education

University of Southampton | BSc Physics | 2008 - 2011
 General Assembly | UX Design Immersive (full-time) | 2018

Courses

- DesignLab | AI for Visual Design | 2025 (5 weeks)
- Memorisely | AI (Visual Design and advanced Figma) | 2025 (10 weeks)
- Memorisely | Visual Design (advanced Figma) | 2023 (10 weeks)
- General Assembly | Visual Design | 2021 (8 weeks)

Skills

UX strategy, discovery, user research, usability testing, research synthesis, journey mapping, personas, information architecture, user flows, interaction design, wireframing, prototyping, design systems, analytics-informed design, A/B testing, accessibility (WCAG), responsive UI design, UX writing, stakeholder management, facilitation, mentoring, design QA

Tools

Figma, Sketch, Miro, Jira, Adobe Creative Suite, Illustrator, Photoshop, Lightroom, Premiere Pro, Zeplin, InVision, FigJam, Confluence, Notion, Slack, UserTesting, UserZoom, Amplitude, Abstract

Hobbies

Photography, videography (drones), music (saxophone, drums), hiking, cycling, climbing, boxing/fitness, home server management, smart home integration, networking, PC building, coding projects