

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

Bromley, SE London, UK | Phone: +44 7917 475 309 | Email: [samtannerlees@gmail.com](mailto:samtannerlees@gmail.com) | Portfolio: [www.samtannerlees.com](http://www.samtannerlees.com)

## 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