ROSS SHELFORD

Product Owner & UI Designer

Personal Portfolio https://rossshelford.netlify.app/

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PERSONAL STATEMENT

Enthusiastic manager with a passion for design and development. Specialising in accessible user interface design for multiple mediums. Previously collaborating with high profile clients in the sport, culture and healthcare industries. Currently in the super yachting industry.

Working in a multi-faceted fast pace environment ensuring I utilised the latest management methods and principle in ensuring maximum productivity of my team and deliver results with substance.

Seeks a varied position that will enable both personal and professional growth. Able to work independently and use initiative, eager to undertake any training available to develop skills further.

KEY SKILLS -

Design 🗸	Software \vee	Management	\vee	Tech Stack	\

- ATOMIC design - Figma - Agile - JavaScript / React

- UI / UX
 - Sketch 3
 - Mentorship
 - Git / GitHub
 - HTML

- Logo design - Procreate - Planning - CSS / Tailwind

EXPERIENCE -

Product OwnerPinpoint WorksOctober 2022 - Current | London, UK

Understanding the needs and requirements in the super yachting industry, defining a roadmap for the product ensuring it matches the user archetypes expectations for future growth.

atomic principals & design tokens for development team to implement.

Leading and managing a team to build a design system of reusable components with the

Leading the development team to plan sprints, keeping the backlog clear and relevant, providing clear objective goals for each item.

Reporting to the founders of the company relaying progress and development milestones ensuring resources are spread appropriately.

Product Manager • Fortnight Design Agency • June 2022 - October 2022 | London, UK

Managing relations and projects with up to 10 simultaneously active clients at a given time, working with key stakeholders to define requirements and delivery milestones.

Working closely with the development team to plan bi-weekly sprints managing the backlog of requests and upcoming tasks.

Responsible for keeping track of invoices for each active client assigned to me, negotiating any unexpected additional cost that may occur during a project cycle.

Proactively met deadlines, communicating with multiple teams and contractors uniting them towards a common goal during the project life cycle.

Fully understanding problems with clients and converting conversations into precise tickets for the development team to act upon.

Development Project Manager • Imagineear • November 2021 - June 2022 | London, UK

ensure deadlines and deliverables are met.

Reporting directly every week to Stakeholders and the Managing Director, assuring timelines

Managing external agency developers to align with internal resources on various projects to

Building upon client relationships whilst being the main point of contact for clients for

From design to deployment implementing React projects onto company content

technical features, communicating requirements for bespoke features.

are accurate and resources are spread accordingly.

management system stream-lining the training process.

project files saving multiple days for every project.

Promoting growth for my team and providing structured learning, overseeing personal and professional growth.

Developed interfaces from concept to delivery, by utilising wireframes and flowcharts, creating a

Graphic Designer • Imagineear • May 2016 - November 2021 | London, UK

unique look and feel that is tailored to the client's established brand guidelines.

Took the initiative to learn how to develop scripts to automate variable data and insert this into

Undertook a complete corporate re-brand by designing cohesive visual styles across numerous mediums such as websites, logos and print materials.

Design and develop audio visual content to the specifications of the companies bespoke android devices.

web practices whilst wire-framing, leading to increased results from our user testing.

Working independently with web-application developers on projects. Understanding the best

tender document visuals for global clients helping to increase acceptance rate year on year.

Increasing my skill-set by improving development knowledge and learning new programs such as Sketch 3 and Figma whilst also becoming more adept in the Adobe Suite. Working on vital

Three.js Journey Online WebGL Course by Bruno Simon

EDUCATION

July 2022 - September 2022

Learning JS, HTML, CSS & React
Self-Taught

July 2020 - Current

Creative Pioneers Apprenticeship

Level 3 Creative and Digital Media May 2016 - May 2017

- Maths Level 2 - English Level 2

- ICT Level 2

Harlow College * Student representative

Level 3 Graphic Design - Extended Diploma (DMM) June 2013 - June 2015

(P)

Art & Design Level 2 (M)

Media Level 1

June 2011 - June 2013

DOONAL INTERE

- Technological advances

- Block-chain Technology

- Camping / Fishing

PERSONAL INTERESTS

- Art & Culture

F1Motorcycles

- Cooking

- Books - Mountain Biking

Snowboarding

- Chess - Golf