

Rob Hough 🤝

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Design Engineer, Staff Product Designer & AI Product Designer with 12+ years of experience leading projects in B2B SaaS, Healthcare, and Enterprise. Proven track record for shipping high-quality products with carefully considered design and robust maintainable code.



"Rob continually obsessed over the details of the product and the experience for our users. His work spanned product as well as overall experience, including go to market projects as well as traditional product design" - Melissa Morris (CEO)

"If you're looking for someone who can deliver high-quality work efficiently and effectively, I highly recommend Rob." - Calypso Rose (CEO)

artificial

2024 → OCT 25

Series A InsureTech Enterprise SaaS - Workflow management, Design System, Internal AI Strategy

- Worked with VP and founders to prototype product vision
- Built and shipped broker 'workbench' with 'Airtable'-like cell editor and AI ingestion workflow for new 6-figure customer
- Ran consistent user interviews building a knowledge library of customer pain-points
- Design, built, and shipped entire Inbox redesign in 8 weeks following high-value customer feedback
- Built and shipped design system rebuild in 3 months, along with AI rules to enforce usage standards
- Create a AI Agent strategy to help with in-code prototyping
- Set design and front-end standards across the team

Lantum

2022 → 2024

Series B Health Startup - SaaS Marketplace for GPs, AI Rota Builder for NHS

- Design direction across multiple products in both UK/US markets
- Lead design for AI rota builder with 3 hospital departments, saving an estimated £230k/yr in short staffing costs
- Led project on updating our legacy software to be NHS framework compliant
- New product features contributed to successful OKR target of 100% retention QoQ and increase customers from ~30 to 110 in 2023/4
- Worked with Engineering team to build out UI refresh in React and React Native
- Crafted 2-year strategy and vision with HoP and CEO post-raise
- Established design process, such as research practice and design critiques
- Lead team of 3 designers and researchers

nuom

2020 → 2022

Award-winning Design Agency - AI Mental Health App, FinTech SaaS, NHS Volunteer Platform

- Worked on 2-year vision with CEO and CTO
- Lead design team of 3 designers (1 promotion)
- Designed and shipped AI wellbeing app with Microsoft to 700 beta users in Q2 2022
- Design lead for FinTech 'Pay By Bank' startup. Acquired Q4 2022.
- Design lead for NHS volunteering platform in Q4 2020, saved over £1m for NHS
- Various graduate workshops for NTU and Uni of Leicester
- Multiple clients including NHS, Indytute, Microsoft, and Herbalife