

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.



artificial

2024 → OCT 25

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

- Worked with VP and founders to prototype pre-raise product vision
- Design and frontend for 'workbench' with 'Airtable'-like cell editor and AI ingestion workflow for new 6-figure customer in 12 weeks.
- Design and frontend for entire Inbox redesign in 8 weeks, piloting with existing customers in beta
- Design lead and frontend for React UI design system refresh in 3 months
- Ran cross-functional stakeholders interviews to build out knowledge library
- Create an AI Agent strategy to help with in-code prototyping

"Rob is super skilled, has great taste and brings a ton of experience right across the design ↔ frontend stack. This guy ships!" - [Jon Lay](#) (VP of Product)

Lantum

2022 → 2024

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

- Design direction across post-raise strategy with VP of Product and CEO
- Design lead for AI rota builder with 3 hospital departments, saving an estimated £230k/yr in short staffing costs
- Design engineer for mobile experience for doctor hospital rotation management
- Designed and shipped updated React Native UI system in 12 weeks
- Established design process, such as research practice and design critiques
- Lead team of 3 designers and researchers

"Rob continually obsessed over the details of the product and the experience for our users. I highly recommend him." - [Melissa Morris](#) (CEO)

nuom

2020 → 2022

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

- Design direction for 2-year vision with CEO and CTO
- 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
- Lead design team of 3 designers (1 promotion)
- Various graduate workshops for NTU and Uni of Leicester
- Multiple clients including NHS, Indytute, Microsoft, and Herbalife

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