

Jacob Lapworth

Curriculum Vitae

lapworth.nz
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(+64) 27 727 1661

Moving to London, Oct 7

References available on request

Expertise

- Design Systems
- Accessibility
- Frontend (TS, React, CSS)
- Prototyping
- Experience & service design
- User Research

Experience

2020–2025

Xero

Senior product designer

- Scaled the design system at Xero to support over 200 designers and 100 products.
- Developed foundational Design Tokens to support a complete redesign of Xero.
- Redesigned tables across Xero to empower customers to easily scan, compare, and interact with their wealth of data within Xero.
- Iterative prototyping-lead design of dashboard and widgets for a reimagined homepage experience, the landing page for millions of Xero's customers.
- Researched divergence from the design system, developing processes and pathways for teams where there are gaps in the design system, reducing our cost to support.
- Designed and built internal tooling including Figma plugins for Accessibility and Design System documentation.

2019–2020

Vend

Product designer

- Product designer focused on selling, accounting, mobile & mid-market/enterprise. Responsible for ensuring our core offering was "Easy to learn, easy to use".
- Developed product strategies for mobile, identifying opportunities for new apps and features increasing engagement. (Scanner)
- Shaping work for development, collaborating with product managers & engineering.
- Designed an add-ons platform for 3rd party integrations, that leverages and expands the current product solving complex needs for retailers with unique workflows and enterprise customers.

2018–2019

Timely

Product designer

- Working with a remote team, designing Web & iOS solutions for B2B and B2C experiences.
- Research & discovery of new client experiences. Leading co-design and journey mapping workshops.
- Design of front of house experiences including sales & payments, customisable online bookings, and client conversations with consultations.
- Establishing user research & analytics to empower user driven product decisions.
- Developing a design system with an evolving brand.

2016–2018

Trade Me

Product designer

- Remit of Trade Me's primary iOS and Android apps (combined 1.2M MAU).
- Mobile design 'guild' lead, facilitating collaboration across business units,

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working with product owners and designers, identifying shared problems to resolve cohesive experiences for users.

- Development of design systems, combining brand and development including developing guidance for onboarding, change aversion, experimentation, and cross platform cohesive experiences.
- Design sprints, Qualitative and quantitative research, identifying user needs, wireframing, prototyping, user-testing, interface design and release management.
- Documentation of Trade Me's design system (Tangram.nz) and pattern library.
- Development of brand architecture, designing a cohesive and flexible system for all of Trade Me's businesses and products.

2016

The Designer's Institute DINZ Student Council

- Developed an initiative to encourage and grow emerging design talent through the Student Council at the Designers Institute of New Zealand.

2015–2016

Open Lab Junior Designer Web, print & video

- Working alongside senior designers on ranging project scales, clients and mediums including Quinovic Property Management, Grow Waitaha and Massey University.
- Production of video & motion graphics for various projects.

2014, 2015, 2016

Southern Eastercamp Highlights Director Digital Design, Photography & Video

- Recruitment and leadership of a diversely skilled volunteer team producing daily photographic & video highlights for a 5 day youth festival with an overnight turnaround.
- Pre-production of video & graphics for promotion and use during event, direction and editing of daily highlights video.
- Direction, shooting and editing of daily highlights videos including candid and scripted footage.