Jacob Lapworth

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Currently in London

2020 — 2025   **Senior Product Designer**
Xero — Design Systems & Web

- Scaled the design system at Xero to support over 200 designers, 1,000 engineers and 100 product teams. (Figma, Typescript, React, SASS)
- Developed Design Tokens to support a complete redesign of Xero's product, delivering on brand promises in marketing and enabling a cohesive experience across web and mobile platforms.
- Redesigned advanced tables across Xero for viewing, filtering and editing, empowering customers to easily scan, compare, and interact with their wealth of financial data. Led engineering feasibility through coded prototyping.
- Iterative prototyping-led design of dashboard and widgets for a reimagined homepage experience, the landing page for millions of Xero's customers.
- Led user research into pain-points across the product including inconsistent experiences, and issues with density and efficiency, informing design and product strategy.
- Designed and built internal tooling including Figma plugins for Accessibility and Design System documentation.

2019 — 2020   **Product Designer**
Vend — Mobile & Web

- Design of Vend's iPad and Web "Easy to learn, easy to use" POS
- Launched accounting integrations with Xero, QuickBooks Online and MYOB, simplifying the accounting process for thousands of retailers.
- Developed product strategies for mobile expansion, identifying opportunities for new apps and features increasing engagement. (Scanner Inventory App)
- 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.

2016 — 2018   **Product Designer**
Trade Me — Mobile & Web

- Design of Trade Me's iOS and Android apps (combined 1.2M MAU), optimising engagement, conversion and retention.
- Led the mobile design guild, facilitating collaboration across business units, working with product owners and designers, identifying shared problems to resolve cohesive experiences for customers.
- 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, wire-framing, prototyping, user-testing, interface design and release management.