SM HARROD

SEAN HARROD | UX / Product Designer

ABOUT ME

UX Designer specialising in product design, eCommerce and brand experience, with 10+ years' experience delivering user-centred solutions across complex digital ecosystems. As the first dedicated UX designer in a retail technology company, I established UX practices and demonstrated their value through measurable improvements to efficiency, conversion and usability. Experience includes work for organisations such as Oxfam, British Red Cross, CRUK, Greene King and Peacocks.

EXPERIENCE

Cybertill | *eCommerce Web Designer 2016 – 2020* | *UX Designer 2020 – 2025*

- Led UX design across a complex retail management ecosystem, spanning back office, eCommerce, POS and consumer-facing products used by hundreds of retailers and charities.
- Established UX design practices at Cybertill as the first dedicated UX designer, introducing discovery, research, wireframing and prototyping workflows and securing buy-in across the company.
- Redesigned promotion creation workflows for retailers, reducing the time required to create and manage promotions by approximately 50%, informed by usability testing and behavioural analytics.
- Streamlined checkout flows for a schoolwear retailer, reducing order errors by an estimated 70–90%, validated using analytics and user testing.
- Led the end-to-end UX design of a self-service donor station for Oxfam, supporting account sign-up and cash and goods donations, from initial discovery through to pre-deployment validation.
- Designed complementary customer-facing "second screen" experiences integrated with POS, enabling donor sign-up during assisted transactions with till operators.
- Contributed to the adoption and evolution of design systems across multiple products, combining Material Design principles with bespoke and platform-specific patterns to improve consistency and delivery efficiency.

Freelance UX, Web & Brand Designer | *2018 – Present*

- Delivered brand identities and marketing websites for small businesses, including education providers, automotive services businesses and music acts.
- Led projects end-to-end, from discovery and brand definition through to UX, visual design and build.
- Worked directly with clients to define requirements, manage feedback and deliver within agreed scope and timelines.

LWV Printworks | *Artworker* | *2015 - 2016*
Heatons Office Solutions | *Junior Graphic Designer* | *2014 - 2015*
Eclipse Print & Design | *Graphic Designer* | *2013 - 2014*
Fourth Wall Creative | *Work Placement* | *2011*
Nonconform Design | *Work Placement* | *2008*

CONTACT

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EDUCATION

Intro to Web Accessibility
edX / W3Cx 2025
View Certificate

Liverpool John Moores University 2013
BA (Hons) - Graphic Arts

Wirral Metropolitan College 2010
Foundation - Art & Design

Pensby High School 2009
GCSEs & A-Levels

SKILLS

UX & Product Design

User Research & Discovery

Wireframing & Prototyping (Figma)

Design Systems

Accessibility & Inclusive Design (WCAG)

eCommerce UX

Data-informed design

Stakeholder Collaboration

Agile / Iterative Delivery

HTML & CSS