

Sam Tanner Lees

Senior Product Designer

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EXPERIENCE

Ford Motor Company, London — UX/ UI Designer

January 2018 - PRESENT

Led UX and UI design delivery of global apps *FordPass* and *FordPass Pro* while working with agencies such as VML, Ogilvy and GTB. Lead designer for Rapid Digital Prototyping team, delivering campervan screen system & SMART home app designs. Lead designer for bespoke upfitter integration system tool enabling upfitters to apply logic to upfitted vehicles. Responsible for leading user interviews, analysing results and designing UI & UX through user centric processes.

Additional responsibilities included widening the scope of UX design & improved Figma usage throughout the company through design presentations and workshops, in addition to coaching junior designers.

Ford Motor Company, London — Developer

July 2016 - January 2018

Trained in Java, Javascript, SQL, HTML and CSS in order to facilitate the Vehicle Operations and Sales team in maintaining and upgrading a dealership-facing web application.

Awarded budget to fund innovative educational program for local schools.

EDUCATION

General Assembly, London — User Experience Design Immersive

March 2018 - May 2018

11 week full-time immersive course providing me with the core skills and experience required to facilitate UX design. Included two week project with a local company Mastadon C to design and present an internal document management system.

Southampton University, Hampshire — Physics BSc Degree

September 2008 - June 2011

Provided me the skills to analyse and solve complex problems using logic and initiative, work effectively under pressure in a team environment and successfully manage time and product quality work to strict deadlines.

Modules included Advanced Mathematics, Energy and the Environment, Optics, Thermal, Classical Mechanics and Quantum.

SKILLS

Proficient in:
Figma
Microsoft Office
Photography and Editing
Sketch, Abstract, Invision, Marvel, Zeplin,
Adobe Illustrator among other design applications.

FURTHER COURSES

Memorisely, London

March 2023

10-week program focusing on Visual Design and advantaged Figma features.

General Assembly, London

May 2021

8-week program focusing on Visual Design, including typography, colourography, content strategy, UI patterns, grids, design systems, prototyping, animation.

Nielsen Norman, London

November 2019

4-course program including: *Measuring UX and ROI*, *The Human Mind and Usability*, *Persuasive and Emotional Design* and *Web Page UX Design*.

PROJECTS

FordPass & FordPass Pro

Rapid Digital Prototyping

Upfitter Integration System

INTERESTS

Climber, runner and cyclist. Tech nerd.