Robert Squires

Portfolio
robtf9.vercel.app

Github
github.com/RobTF9

LinkedIn
linkedin.com/in/robtf9

Email
robtf9@icloud.com

Experience

Principal Product Designer *at Magnetic Rock started March 2023*
- Identified large, addressable tangential markets and user groups responsible for cybersecurity
- Designed and prototyped three distinct, de-risked concepts ready for investment
- Lead the concept team and defined processes for rapid and scalable experimentation

Mentor and Workshop Lead *at CodeHub & Women's Tech Hub started May 2020*
- Taught on a wide range of topics, from functional programming to component driven design
- Mentor to designers and developers, facilitating their transition to full-time employment
- Redesigned WebDev101 workshop to focus on collaboration, all participants in full time employment

Head of Product Design *at Elliptic from October 2021 to March 2023*
- Lead the creation of an efficiency focused design system, resulted in 3x front end velocity
- Built the team from scratch, hired three designers and established user centred processes
- Individual contribution on key initiative, Holistic. Resulting in 40% increase in government sector deals

Founder *at parrot.to from February 2021 to October 2022*
- Full stack build of language learning platform using web technologies, MERN stack
- Ran continuous discovery program with Tutors and Learners during beta program
- Used findings from beta to iterate and alter UX, resulting in an increase in active users from 9 to 52

Senior Product Designer *at ranges.io from January 2020 to October 2021*
- Lead design and research during a successful acquisition period, from Magnetic Rock to SANS Institute
- Redesign and build of authoring experience, resulting in 75% operational cost reduction for SANS CTFs
- Reduced number of test events needed per event from 4 to 1

Digital Designer *at Proctor + Stevenson from October 2018 to January 2020*
- Lead design for a highly functional parametric search tool for Panasonic
- Established efficient and scalable research process, leading to increased conversion across portfolio
- Presented concepts to clients and senior stakeholders

Digital Designer *at RAC from March 2018 to October 2018*

Digital Designer *at Element78 from March 2017 to March 2018*

Junior Designer *at Unite Students from July 2016 to March 2017*

Designer & Developer *at Filtration Ltd from February 2016 to July 2016*

Intern *at Advansys from September 2014 to September 2015*

Education

Graphic Design BA(Hons) *at AUB graduated 2014*

Art Foundation *at AUB graduated 2011*