

# Ross Chapman

[ross@rosschapman.com](mailto:ross@rosschapman.com) | <https://rosschapman.com> | [Portfolio](#)

Award-winning strategic product design leader with over 18 years of hands-on experience. Trained at Google, has managed hundreds of digital products and innovation programmes with teams across the world including PensionBee, Marsh McLennan & Corpay.

## Skills

- **Design Thinking:** Google Ventures-trained leader, facilitating design sprints and training teams across time zones with Mural, bp and McKinsey & Company.
- **Product Management:** Expert in running UX innovation projects, from discovery to MVP and scale. Developing research, wireframing, user testing and analysing feedback.
- **Leadership:** Proven ability to manage and hire teams, lead meetings, run product management, present to senior stakeholders and run retrospectives.
- **Speaker & Coach:** Experienced speaker at Google Sprint Conference and UX events, developer of design thinking courses for Hyper Island and CareerFoundry.

## Experience

### Head of UX at PensionBee

SEPTEMBER 2024 - PRESENT, LONDON, UK

- Leading UX strategy development and execution across multiple products, ensuring seamless user experiences that align with company goals.
- Managing a team of designers and researchers, promoting user-centred design practices and facilitating cross-functional collaboration.
- Improving task management systems to enhance team efficiency, including evaluating and implementing new tools to scale performance.

### Managing Director at Skysoclear

AUGUST 2022 - AUGUST 2024, SOUTHAMPTON, UK

- Led the product innovation of Sentrisk, an AI-powered SaaS platform that transforms supply chain risk management with Oliver Wyman.
- Developed a new marketing strategy and website for Fleetcor (Corpay) with AI assistance.
- Established and optimised Sikoia's design function, aligning UX/UI processes with company goals.
- Spearheaded UX audits and strategic improvements across client portfolios, resulting in measurable gains in user satisfaction and business performance.
- Delivered a comprehensive design system for Wood Mackenzie, enhancing brand consistency and aligning with their rebranding goals.

- Led the design and testing of five new SaaS features for Bikebook, improving product functionality and expanding user engagement.

### **Head of Design / Managing Director at Obodo**

JUNE 2021 - JULY 2022, SOUTHAMPTON, UK

- Orchestrated a user-centred experience that achieved over 100,000 downloads within 48 hours.
- Defined and delivered design strategies as part of the founding team.
- Hired and trained product managers and mentored UX/UI designers

### **Head of Design Sprints at Etch**

JULY 2017 - MAY 2021, SOUTHAMPTON, UK

- Designed and facilitated workshops with Google leveraging behavioural science and design thinking to solve complex challenges and align cross-functional teams.
- Led over 150 design sprints with companies including McKinsey & Company and Barclays, aligning stakeholders, solving critical problems, and testing solutions with real users to deliver actionable results.
- Trained global consulting teams at BCG and Booz Allen Hamilton in remote design thinking methodologies, equipping them with the tools and skills to drive innovation using Mural.
- Managed P&L and budgets for two years within team 'Etch Sprints.'

### **Senior User Experience Designer at Wiggle**

OCTOBER 2015 - JUNE 2017, PORTSMOUTH, UK

- Redesigned the checkout process, resulting in a 3x increase on the business case and an additional £1.1M in annual revenue.
- Developed the customer experience strategy for the Wiggle website.
- Created coded prototypes to user test and test solution ideas.

### **User Experience Designer at Ericsson Television**

MARCH 2014 - SEPTEMBER 2015, SOUTHAMPTON, UK

- Drove and communicated vision for the UX of broadcast television products.
- Participated in a SCRUM development team, delivering UI to global customers.

### **Lead User Experience Designer at Hult International Business School**

OCTOBER 2012 - FEBRUARY 2014, LONDON, UK

- Defined and designed next-generation web services for Hult.
- Produced wireframes, conducted user research, and designed digital products.

### **User Experience Designer at Various (Freelance)**

JUNE 2008 - SEPTEMBER 2012, LONDON, UK

- Provided consultancy, user experience design, user research and content design (videos, photos, infographics and blogs).

## **Post Production, New Media and I.T. Specialist at Connected Pictures**

JANUARY 2008 - MAY 2008, LONDON, UK

- Web development, print design and I.T. support to a busy broadcast & corporate production house.
- Clients include Levi's, LexisNexis, Channel 4 and ArcelorMittal.

## **Video Editor at ITV**

OCTOBER 2006 - DECEMBER 2008, LONDON, UK

- Responsible for shooting and editing short-form video for online, mobile and broadcast behind the red button.

## **Video Editor at Que Pasa Communications**

DECEMBER 2005 - SEPTEMBER 2006, LONDON, UK

- Short-form editing and encoding TV clips into multiple formats for mobile and multi-platform use. Projects include an in store film for Virgin Shops, V Festival Coverage and a video news release. Clients include Channel 4 and Virgin Mobile.

## **Education**

### **LinkedIn Course: Data-Driven Product Management**

OCTOBER 2024, REMOTE

### **LinkedIn Course: How to Use Generative AI: Building an AI-First Mindset**

OCTOBER 2024, REMOTE

### **Growth Design School: Spring 2024 Cohort**

MARCH 2024 - APRIL 2024, REMOTE

### **Southampton Solent University: BA (Hons.) Media with Cultural Studies (2:1)**

SEPTEMBER 2002 - JULY 2005, SOUTHAMPTON, UK

### **Secondary Education up to A-Level, A-C grade**

SEPTEMBER 2000 - JUNE 2002, SOUTHAMPTON, UK