



Hi, I'm Russ.

PORTFOLIO
[hepton.design](#)

With 14 years in the industry, I'm a full-service Product Designer who has delivered many products and services to market, from concept to delivery. I do this by leveraging a user-centred and systems design approach, backed by a modern workflow, enabling me to build anything to an exceptional standard.

EXPERIENCE

Senior Product Designer, Boots Opticians | May – Aug 2026

[bootsopticians.com](#)

- Audited the Boots Opticians site and design workflow, then proposed a route to bring AI-native ways of working into the team within enterprise compliance limits.
- Led a full redesign of the new Smart Eyewear proposition, from category and product pages spanning Ray-Ban Meta, Oakley Meta and Nuance Audio.
- Delivered concept designs for a new Lens Hub and Lens Guide, reworking how customers and colleagues find and choose the right lenses.

Senior Product Designer, Midnight Network | Feb 2024 – Dec 2025

[midnight.network](#) | [shielded.io](#)

- Discovery, definition, ideation, and design of Glacier Drop; Phase 1 of Midnight's core token distribution event which resulted in over 3.5 billion tokens claimed with 170,000+ wallets from 8 major ecosystems, marking one of the industry's largest token distributions in history.
- Scavenger Mine (phase 2) drew a subsequent 1 billion tokens via 8 million wallets.

Senior Product Designer, EcoVadis | Feb 2023 – Aug 2023

[ecovadis.com](#) | [tag.studio](#)

- Planned and conducted user interviews with 6 participants to discover pain points, then translating insights into actionable recommendations resulting in reduced support issues and increased customer satisfaction scores.
- Synthesised UX research findings from interviews and surveys, translating insights into prototypes, then planned and conducted usability studies which led to a 30% improvement in engagement for EcoVadis' core sustainability assessment service.

Senior Product Designer, Target Group | May 2021 – Apr 2022

[targetgroup.com](#) | [View case study](#)

- Facilitated cross-functional collaboration and streamlined the design system, resulting in a 30% reduction in delivery time and a 25% increase in team efficiency for Target's core mortgage origination service.
- Designed multi-channel user flows, templates, and prototypes for two rounds of usability studies to iterate designs based on insights; this contributed to a 25% increase in user satisfaction and a 40% decrease in user errors.
- Guided and mentored the offshore design team to enhance design skills, improving delivery of exceptional results.

FURTHER EXPERIENCE

Visiting Tutor, Arts University Bournemouth | Apr 2021 – Present

aub.ac.uk

- Mentor and tutor to classes of 30+ students on the BA (Hons) Visual Communication course.

Product Designer, IOHK | Jun 2020 – Apr 2021

iohk.io | [View case study](#)

- Led end-to-end research, design, and testing efforts resulting in the successful launch of Marlowe on the Cardano Testnet, a powerful smart contract application for consumers, as well as a cloud-based IDE for developers.

Senior UX/UI Designer, ITF Tennis | Apr 2019 – Jan 2020

itftennis.com

- Drove the successful overhaul of the ITF's website, focusing on accessibility and pioneering a brand-led mobile-first design system. This led to a 57% increase in mobile usage and an additional 230,000 resource downloads.

Senior UX/UI Designer, Dyson | Aug 2016 – Sep 2018

dyson.co.uk | [View case study](#)

- Led the website redesign for Dyson's charitable arm, prioritising a mobile-first design, and a seamless resource booking experience. This led to a 22% increase in mobile adoption and resource bookings grew from 26 to 163 in the first quarter.
- Built and led a team of three designers to launch the newly-released UK e-commerce website to the Canadian market; resulting in the fastest rollout of any market on the digital transformation project.

Lead UX/UI Designer, Avado | Sep 2014 – Jul 2016

avadolearning.com

- Led the UX/UI design for the highly acclaimed Squared Online e-learning program, co-created with Google. This led to the expansion of the business into APAC and DACH.

TOOL KIT

- Pencil
- Paper
- Claude/Codex
- HTML + CSS + JS
- Miro
- Adobe CC
- Figma
- GitHub
- Dovetail
- Higgsfield
- Notion
- Ice axe

CLIENTS

- Boots Opticians
- Dyson
- Google
- L'Oréal
- The Body Shop
- Lloyds Bank
- John Lewis
- IOHK
- Midnight Network
- ITF Tennis
- EcoVadis
- Munich Airport

EDUCATION AND AWARDS

- BA (Hons) Visual Communication - First class
Arts University Bournemouth - 2012
aub.ac.uk
- Highly Commended
Mortgage Hub | MFG Awards - 2021
- Best Online Distance Learning Program
Squared Online | E-Learning Awards - 2014
- D&AD New Blood Nominee
Windows Phone 8 | D&AD New Blood - 2012