

# FRED PENSOM

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**Design Strategy, Leadership, Product Design, Design Ops, UX, Digital Transformation, Service Design**

I'm a people-oriented product design specialist and founder with over 20 years of experience working in-house and in agencies. I've worked across a wide range of B2B and B2C products and services, including fintech, ecommerce, national security, productivity, transport, entertainment and health. I've designed online auction sites that sell \$billions of diamonds, consumer ecommerce and entertainment sites, VR apps, gamified productivity tools, and crime and intelligence analysis tools. I specialise in UX and the growth and leadership of cross-functional design teams. I love learning and talking about all types of design.

## Experience

### **Curtis Fitch Ltd / Head of Product Design**

2019 - 2022

- Lead in-house and partner agency product and design teams across all CF propositions
- Completed design of an online auction platform selling US\$500 million of rough diamonds annually
- Lead role in major digital transformation program with De Beers targeting \$200 million EBITDA
- R&D for SaaS B2C ecomm luxury marketplace selling jewellery and meal kit subscriptions
- Reimagined suite of productivity tools and apps with annual turnover of £150k+
- Designed VR app to support remote viewing and purchase of rough diamonds during pandemic

### **Research and Experience Design Ltd / Founder**

2018 - PRESENT

- Founded the consultancy offering services around design ops and product design strategy
- Completed projects with clients to refine and focus their product and service propositions
- Advised digital creative agencies on structure, growth and scale

### **Iress Ltd / Head of User Experience**

2013 - 2018

- Led multiple, global multi-disciplinary design teams across a range of fintech solutions
- Designed experiences for 500,000+ global users with 99% client retention
- Increased digital delivery and expanded to additional markets
- Designed and delivered AI-driven roboadvice and mobile solutions
- Instigated and led service design projects, holistically improving the customer experience
- Introduced and scaled a global design system

### **BAE Detica Creative Services / Senior Design Manager**

2010 - 2013

- Lead role in successful bids and multi-million-pound creative projects across sectors
- Lead creative teams to deliver diverse projects for TfL, PlayStation, Bupa and more
- Worked on cyber and intelligence programs for British agencies and partners (full DV clearance)
- Worked with government agencies to build and grow internal design teams
- Lead role in digital transformation projects for commercial clients and government departments

### **Heath Wallace / Senior UX Designer**

2010

- Led small team across HSBC projects, based in Canary Wharf
- Designed conceptual mortgage solutions and financial tools for the new iPad

**N4 Solutions / UX Designer**

2008 - 2010

- Designed UK's leading mortgage originations platform servicing 1 in 3 UK mortgages
- Researched and designed solutions for branch, advisor, telephony and consumer channels

**ASPKM Ltd / UX Designer**

2004 - 2008

- Led design across diverse projects such as a Center Parcs kids' club and CAA training sites

**Balance Learning / Designer**

2002 - 2004

- Designed websites and e-learning content for online delivery

**McGraw-Hill / Designer**

2000 - 2002

- Designed e-learning content for CD-ROM and online delivery

**Special projects****Cheltenham Design Foundation (CDF) / Trustee**

2019 - PRESENT

The CDF charity exists to promote the benefits of design and creativity to people from all backgrounds through two strands – a Design Festival and a Design Academy. The academy is a weekend design school for 14–16-year-olds with a curriculum covering areas such as engineering, graphics, fashion, architecture, landscape architecture, filmmaking, editorial design, illustration and photography. I teach some of the sessions delivered to the students. I am also Head of Experience for the design festivals we hold to support the Foundation.

**ADPList / Mentor**

PRESENT

I offer free mentoring sessions to a global community of designers.

**InVision Design Leadership Forum / Member**

PRESENT

The Forum's mission is to advance the practice of design leadership by fostering a community where the world's best can learn from one another. We strive to make the Forum inclusive and relevant to those confronting the challenges of leading design teams.

**Education****University of Gloucestershire / BSc Computing with Multimedia**

2000

**Interests**

I am an FA licensed football coach and currently volunteer with two local teams. I play and watch a lot of sport. I'm spending some of my free time experimenting with spatial design for AR and VR. I also enjoy painting and playing the piano.