

ROB TOBIAS

Senior Product Designer | Design Systems | UX Strategy

Senior Product Designer with experience leading end-to-end customer journey transformation, design systems, and UX strategy across enterprise environments. Combines product thinking, accessibility, and data-led insight to deliver measurable improvements in conversion, self-serve and user experience.

Brings together deep design system expertise with hands-on product design across complex, high-impact customer journeys.

Recently led the end-to-end transformation of British Gas's Moving Home journey within Online Account Management, simplifying complex decision-making flows and improving customer self-serve experiences.

Experienced working with global brands including Honeywell, Shell, Centrica, British Gas and Sage, delivering scalable, user-centred digital products.

CORE SKILLS

- Product Design (End-to-End)
- Design Systems & DesignOps
- UX Research & Testing
- Customer Journey Mapping
- Accessibility (WCAG)
- Interaction Design & Prototyping
- Data-led Design & Optimisation
- Stakeholder Collaboration
- Agile & Cross-functional Delivery

EXPERIENCE

Design System Lead / Senior Product Designer

Centrica (British Gas) | 2021 – Present

Led design system strategy and product design for end-to-end customer journeys and digital account management experiences, aligning cross-functional teams to deliver measurable improvements in conversion, usability and accessibility.

- Owned the end-to-end redesign of the Moving Home journey within Online Account Management, transforming a fragmented experience into a cohesive, user-centred journey
- Simplified complex journey logic across logged-in and anonymous experiences, enabling clearer pathways, improved personalisation and reduced customer friction
- Improved Moving Home journeys impacting ~10,000 customers per month by simplifying flows and reducing effort
- Addressed key usability challenges affecting ~35% of customers with multiple accounts, improving journey consistency and clarity
- Reduced unnecessary steps, cutting 3–4 minutes of interaction time and improving overall customer efficiency
- Optimised high-intent journeys (26% vs 5.7% conversion), prioritising retention and sales opportunities
- Defined and validated experience improvements through prototyping, heuristic evaluation and user testing, embedding an evidence-led design approach
- Established scalable UX patterns and decision frameworks to support consistent, maintainable journey design across teams
- Achieved a 25–50% uplift in website conversion through transition to the Nucleus Design System
- Increased Heating Sales Advisor booking conversions by 78% through strategic component adoption
- Introduced an AI-powered design system documentation assistant, improving developer and designer efficiency
- Recognised with the Centrica CIO's Team of the Year Award (2021)

Senior Advanced Product Designer

Honeywell | 2019 – 2021

- Led UX and UI design for safety-critical industrial software and hardware systems across global teams
- Designed Safety Suite software, receiving internal recognition and a Gold Award for design excellence
- Delivered UX for industrial safety devices tailored to complex environments and user needs
- Collaborated across UK, Europe, Asia and US teams to ensure product consistency and innovation

Creative Director / Senior Product Designer

CLD | 2011 – 2019

- Directed product design and brand strategy across digital platforms, delivering scalable UX solutions and measurable business impact
- Led and scaled a design team, contributing to agency growth and industry recognition
- Developed modular design systems and high-performing digital products for clients including Johnson & Johnson and Aylesbury College
- Delivered high-conversion B2C experiences for brands including Alcosense and Technogym
- Defined UX strategy and visual direction for global brands, including Hytera and IBM business units

Senior Product Designer

Sage | 2000 – 2011

- Delivered product, brand and UX design for a FTSE 100 software company
- Led UX and UI design across full product lifecycles
- Collaborated with stakeholders to improve product usability and brand alignment
- Delivered digital, software and marketing design across multiple channels

Graphic Designer

Artery Design | 1997 – 2000

- Designed digital and print solutions for clients including Autodesk, Sanofi and Motorola

TOOLS

Figma • Prototyping • Miro • User Testing • Copilot • HTML / CSS • GitHub / ADO • Photoshop • Illustrator

EDUCATION

BA (Hons) Graphic Design & Advertising – Brunel University

ADDITIONAL INFORMATION

Location: Maidenhead, UK

Portfolio: www.robtobias.co.uk

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