

ROB TOBIAS BA(HONS)

SENIOR PRODUCT DESIGNER • UX DESIGN • DESIGN SYSTEMS • DESIGN LEADERSHIP

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View my portfolio: robtobias.co.uk

SUMMARY

Senior Product Designer and Design Systems Lead with 20+ years' experience delivering complex digital products and scalable design systems across enterprise environments. Combines hands-on product design, systems thinking and UX strategy with experience leading multidisciplinary teams to deliver measurable commercial outcomes.

Recent achievements include transforming British Gas's Moving Home journey for approximately 10,000 customers monthly, contributing to a 20% conversion improvement and estimated £6m+ annual uplift. Also led adoption of the Nucleus Design System across British Gas, managing a team of five and supporting approximately 20 designers.

PROFESSIONAL EXPERIENCE

Centrica | 2021 – 2026

Centrica (LSE: CNA) is a UK-headquartered international energy and services company whose consumer brands include British Gas. Its Retail businesses serve customers across the UK and Ireland.

Senior Product Designer | 2025 – 2026

Moved into an end-to-end product design role following an organisational restructure, leading British Gas's Moving Home journey. Partnered with Product, Engineering and Data teams to simplify complex account scenarios, backend dependencies and regulatory requirements.

Key achievements:

- Redesigned British Gas's Moving Home journey, simplifying complex customer scenarios for approximately 10,000 users monthly and reducing reliance on contact-centre support.
- Simplified multi-account logic affecting around 35% of customers, improving consistency and reducing friction, enabling customers to self-serve across more scenarios.
- Streamlined customer journeys by removing duplication and reusing existing data, reducing interaction time by four minutes and improving usability.
- Validated hypotheses through evidence-led design, using prototyping, heuristic evaluation and user testing to confirm solution effectiveness.
- Increased conversion by 20% across key customer journeys, contributing to an estimated £6m+ annual commercial uplift through stronger retention and enhanced sales opportunities.

Design System Lead | 2024 – 2025

Assumed responsibility for the Nucleus Design System team following a management change. Managed five team members, including performance, reward input, hiring, coaching, planning and delivery; continued hands-on work on components, patterns and documentation.

Key achievements:

- Led adoption of Nucleus across British Gas product teams, supporting approximately 20 designers and wider engineering and product stakeholders; the system comprised 48 components and 6-7 reusable experiences.
- Delivered a 50% uplift in website conversion through design system adoption, driving higher revenue and reducing drop-off across key journeys.
- Increased Heating Sales Advisor booking conversions by 78%, generating more qualified leads and improving customer access to essential home services.
- Introduced an AI-powered documentation assistant, cutting search and onboarding time for designers and developers and accelerating delivery across product teams.
- Established scalable UX patterns and decision frameworks, reducing ambiguity, shortening delivery cycles and ensuring consistent, predictable customer experiences.
- Positioned the system as a practical, reliable foundation for product teams, reducing duplication, improving accessibility compliance and accelerating delivery.
- Expanded Nucleus's multi-brand capabilities, enabling adoption by Centrica Energy and demonstrating scalability across different business units.

Senior UX Designer | 2021 – 2024

Designed components, patterns and UX frameworks for the British Gas design system, maintaining the published Figma library and contributing coded assets such as SVG icon sets. Supported product teams through drop-in sessions, contribution guidance and prototype workshops, helping designers and engineers use the system effectively and deliver consistent, accessible experiences at scale.

Key achievements:

- Improved delivery speed and consistency across product teams by providing clear guidance, contribution support and practical system enablement and onboarding.
- Recognised with the Centrica CIO's Team of the Year Award (2021) for advancing design system maturity and supporting enterprise-level delivery.
- Embedded evidence-led design through research, prototyping, testing and heuristic evaluation to strengthen decision quality and reduce rework.
- Advocated adoption of scalable UX patterns across the organisation, strengthening predictability and quality of customer-facing experiences.

Honeywell | 2019 – 2021

Honeywell (NASDAQ: HON) is a US-headquartered global technology and manufacturing company operating across aerospace, building automation, industrial automation, and energy and sustainability solutions. The company employs c. 100,000 people globally.

Senior UX Designer

Designed end-to-end workflows, interfaces and interaction models for Honeywell's industrial software platforms, improving usability, clarity and operational efficiency across connected buildings, safety systems and enterprise control applications. Worked closely with product, engineering and domain experts to simplify complex industrial processes and deliver intuitive, high-performing experiences for technicians, operators and facility managers.

Key achievements

- Designed Honeywell Safety Suite, supporting real-time gas detection and safety-critical industrial operations.
- Contributed to a 40% faster development-to-launch cycle compared with standard project timelines.
- Received an internal Honeywell Gold Award for design excellence.
- Collaborated with international engineering teams (across the UK, Europe, Asia and the US) and conducted customer research to improve usability in complex industrial environments.

CLD | 2011 – 2019

UK digital agency delivering UX, web and brand solutions for B2B and B2C clients. Served on the leadership team, managed 10 direct reports (five designers and five developers), and contributed to strategy, resourcing and P&L reviews.

Senior UX Designer / Creative Director

Directed product design and brand strategy across digital platforms, delivering scalable UX solutions and measurable impact for a wide range of clients.

- Managed 10 designers and developers, overseeing creative direction, performance and delivery across multiple client projects.
- Led Hytera's website redesign, contributing to a 136% increase in organic traffic and 45% increase in time on site.
- Directed UX and digital product design for clients including Johnson & Johnson, IBM, Technogym and Alcosense.
- Contributed to agency strategy, resource planning and P&L reviews as part of the leadership team.

Sage | 2000 – 2011

Sage (LSE: SGE) is a UK-headquartered FTSE 100 FinTech and enterprise software company specialising in accounting, financial management, payroll and HR solutions for small and mid-sized businesses.

Senior UX Designer

Delivered digital experience design for a global FinTech and financial software company. Contributed to a major rebrand and the launch of an early online store enabling direct software purchase and download.

EDUCATION & TRAINING

BA (Hons) Graphic Design & Advertising - Brunel University

Professional Development: Management Fundamentals | Project Management (PRINCE2 methodology)

SKILLS & TOOLS

Product & UX

UX Design · Product Design · UX Strategy · Interaction Design · Information Architecture · Journey Mapping · Research · Prototyping · Accessibility (WCAG) · Design Thinking

Design systems & delivery

Design Systems · Design System Governance · Architecture · Components · Design Tokens · Documentation · Figma · UserTesting · UserZoom · GitHub · Azure DevOps · Miro · HTML/CSS · Agile

Leadership

Design Leadership · People Management · Coaching · Senior Stakeholder Management · Design Strategy · Cross-functional Delivery · Systems Thinking

AI-assisted design

Research synthesis · Concept exploration · Rapid prototyping · Figma Make · Workflow efficiency · Discovery enhancement · Problem framing · Ideation · UX writing · Copilot · Claude