

Accomplishments

- Delivered \$60M in cost savings and \$22.5M in revenue growth over 3 years
- Built a 0→1 Returns SaaS platform, saving \$12M in operational costs
- Contributed to a \$5.8B IPO through high-impact eComm products.

Experience

Github - Founding Product Designer

Oct 2025 - Feb 2026

AI Startup

- Led end-to-end product strategy, design and delivery of a 0→1 AI-powered gifting platform spanning consumer and admin experiences.

Convergent IS - Staff UX Designer

Sep 2025 - Jan 2026

Enterprise systems

- Led design of AI-powered workflows for hydrocarbon field ticketing, reducing manual touch-points by 87% and integrating with SAP to enable automated processing at scale.

Blue Yonder - Senior Staff Product Designer

Nov 2023 - Jun 2025

Enterprise SaaS

Making supply chains efficient, sustainable, & delighting customers.

- Researched, designed and tested multiple self-service kiosk POCs and variants.
- \$15 million in revenue and \$60 million in cost savings.
- Designed and tested a returns processing app, linked to a new design system.
- Grew and onboarded the design team from 3 to 7 designers.

Doddle - Lead Product Designer

Jun 2021 - Nov 2023

Reverse Logistics

- Designed self-service drop off kiosks with more than 40 million parcels in volume.
- Boosted key metrics leading to a unit order worth \$7.5M.
 - Improved Abandonment Rate by 69%
 - Improved Time to Complete by 28%
 - Improved CSAT by 6% (80.2 to 85.1)
- Helped with acquisition \$75M ARR by Blue Yonder.

Doddle - Founding Product Designer

Sep 2018 - Jun 2021

Reverse Logistics Startup

- Launched a Returns SaaS Platform, saving \$12 million in costs.
- Solo designer creating products, design systems and processes from scratch.

Farfetch - Senior Product Designer

Aug 2015 - Jan 2018

Luxury e-Commerce

- Boosted IPO with 'Store of the Future' exhibition at the London Design Museum.
- Designed an interactive changing room mirror & connected iOS staff app.
- Designed the original iOS & Android e-Commerce apps.
- Increased checkout conversion rate by 11.3% with streamlined flow.

+ Other design roles

Jun 2009 - Aug 2015

Education

BA, Hons - Interactive Media Production - Bournemouth University

2007- 2010

Overview

I'm a Staff Product Designer with 16+ years of experience taking products from 0→1 and scaling platforms used by more than 67 million people. From AI-enabled workflows to enterprise SaaS and operational software, I partner with product and engineering to simplify systems.

I thrive in products where the hardest challenge isn't designing the interface, it's understanding the system behind it. My work starts by untangling workflows, business rules and technical constraints before shaping them into products that feel obvious.

Whether building something new or evolving products at scale, I've found the same principle holds true: the best products don't expose complexity, they absorb it.

About

Name	Shaun Whiting
Nationality	GBR
Location	Remote
Experience	16 Years
Availability	Now 2026
Visa status	UK Citizen
LinkedIn	/shaunwhiting

Skills

- Figma
- Codex
- Claude
- Miro
- Cursor
- Lovable
- Dovetail
- Userlytics
- Amplitude
- Webflow
- HTML / CSS

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