paul.coombs@gmail.com linkedin.com/in/paulcoombs Portfolio

Paul Coombs

Uplifting teams to be user centric to innovate for business impact. Focussed on product outcomes. Silos into platforms. Scaling and shaping teams from 3 to 30+.

OCT 2024 – PRESENT

Head of Product Design at PVcase

PVcase makes technical software for designing and developing solar projects. The flagship product has saturated its TAM, now building a platform to launch many 0-1 integrated bets to find the next growth engine.

- Rebuilt a design group from siloed IC's to a platform experience team accountable for a new product UX.
- Heavy lift on discovery research to find adjacent problems and ICP's to serve.
- Upskilling Product and Design's discovery research through external training, play books, and coaching.
- Led the revision of the product development playbook, setting where AI is used at each stage.
- Shipping new platform, connecting five existing products together for the first time.

FEB 2024 – SEPT 2024

Career break

- Enjoyed a career break, with many personal projects including extensive home renovations.

JAN 2020 – JAN 2024

Director of Product Design at Snyk

Snyk is an AppSec hyper-growth scale up, in 4 years went from $20m to $300m ARR, 200 to 1500 people.

Product Design

- Created experience map and a vision for what Snyk could become in 12-18 months that led to a reorg of R&D.
- Implemented design metrics based on SUS and NPS. Created a qualitative research finding repository.
- Spearheaded projects for new app information architecture, unifying inconsistent product experiences.
- Oversaw optimisation of the conversion journey based on quantitative & qualitative insights.
- Scaled team from 1 to 12, continually evolving rituals and process to build a strong design culture.

Design System

- Built out a new design system in Vue3, Storybook and Figma with a team of FE developers and designers.
- Worked closely with Marketing & Brand to create a consistent experience.
- Delivered one platform experience by creating the paved road for engineers and designers to follow.
- Effective and efficient DesignOps processes for hand off from design to code.
- Addressed numerous UX paper-cuts by executing UX guidelines for CLI, IdE, and web.

Docs & Content

- Built team from 0 to 7. Implemented Docs as Code to further scale the team's impact.
- Reduced cost of onboarding support and time to value by implementing user outcome based documentation.
- Turned the perception of docs from a weakness to a strength by prioritising the issue backlog and enabling technical Field and customers to contribute to the Docs.

FEB 2016 – OCT 2019

Head of Product Design at IG Group

IG is a London listed, financial derivatives and share trading broker, regulated in 14 countries.

- Brought different teams together to create a new 30+ dept of research, service design, UX, UI and content.
- Created a strong team culture and community of practice and delivering consistent user experiences.
- Achieved 4.6/5 App Store rating, highest in category by redesigning the iOS and Android apps.
- Independent research ranked 'ease of use' the second reason clients chose IG (first was price).

APR 2014 – JAN 2016

Trading Platform Redesign Lead at IG Group

- Led a two year program to completely redesign web app trading platform.
- Created a vision by engaging exec stakeholders across the business in design sprints.
- Prospect-to-client conversion time reduced by 15% and thousands of support calls eliminated.
- Gave clients a free choice to switch, in 6 months 70% of high value clients had done so.

MAR 2013 – MAR 2014

Interim Head of UX at IG Group

Increased team impact with training on soft skills, business & domain knowledge, and interaction design.

FEB 2011 – DEC 2012

Director of User Experience at Byyd

- Byyd was a real-time-bidding exchange for mobile advertising inventory.
- Led redesign of the trafficking & analytics platform and developer SDKs.
- Evolved the brand identity.

MAY 2009 – DEC 2010

Head of Digital Experience at Virgin Group startup

- A Virgin B2C start-up to provide remote IT support for customers at home.
- Led the online experience and UX

Education & Training

- BSc in Computer Science, Psychology & Spanish, University of Durham
- UVA Hypothesis Driven Development, Alex Cowan
- UX VP & UX Strategy, Nielsen Norman Group
- Jobs to be Done, Jim Kalbach
- Wheel of Persuasion Behavioural Psychology, Online Dialog NL
- Design Strategy, Technical University of Delft

Volunteering

- I have mentored dozens of ICs & emerging leaders through UXPA and ADPList.
- Community Initiative Q1 2024: Established a community scheme to reduce phone theft from school children.
- UXPA UK President: Served as president from 2015 to 2017.