



# Richard Sparey

## Product Design Leader

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A strategic product design leader with over two decades of experience bridging the physical and digital, transforming intricate B2B and B2C challenges into impactful, user-centric solutions. Proven ability in architecting design functions and scaling high-performing teams. Expert in establishing long-term design strategies that drive future growth and deliver demonstrable business impact through a relentless pursuit of design excellence.

## Work History

### 90POE | Lead Product Designer

Sep 2021 - Present

- Architected the design function from the ground up, scaling the team to a cohesive unit of 12 by successfully integrating both permanent and contract designers.
- Established cultural foundations by co-creating a Design Charter and overhauling the design critique process, introducing structured, silent feedback techniques to elevate the quality of design collaboration.
- Designed and implemented a product design career ladder, providing clear pathways for growth and successfully mentoring two junior designers to mid-level roles.
- Drove the migration to Figma and led the creation of a new, pragmatic design system, overcoming legacy failures to significantly boost efficiency and consistency.
- Acted as a key strategic partner to the Chief Product Officer, ensuring design was a proactive force in shaping the product roadmap.

### Glofox | Senior Product Designer

Jan 2021 - Sep 2021

- Led the full design lifecycle for critical new features, spearheading greenfield development in marketing automation and analytics.
- Played a pivotal role in establishing Glofox's first design system and component library in Figma, significantly enhancing design scalability and consistency.
- Conducted comprehensive concept development, iterative prototyping, and rigorous user testing to ensure highly user-centric solutions.

## THG | Senior Product Designer

Feb 2019 - Jan 2021

- Directed a design team overseeing UX for enterprise-grade internal tools (e-commerce, customer support, WMS), implementing structured critiques and user research trips to refine UX processes.
- Initiated and led the strategic development to externalise THG's internal tools platform, aiming to transform robust internal systems into commercial products.

## Pulse Fitness | Senior Product Designer & GUI Architect

June 2002 - Feb 2019

Architected and led the company's decade-long digital transformation from paper-based systems to a fully connected, cloud-based fitness ecosystem. Exercised full end-to-end product ownership, defining the vision and strategy for the company's flagship touchscreen consoles, mobile apps, and web platforms. Managed the entire product lifecycle, including hardware and software development with partners in Taiwan, to successfully compete in a tender-driven "digital arms race".

## Core Skills

- **Leadership & Strategy:** Design Function Architecture, Organisational Design, Culture Building, Team Chartering, Design Strategy, Product Vision, Stakeholder Management, Change Management.
- **Design Operations (DesignOps):** Career Ladder Development, Process Optimisation, Design System Strategy, Tooling Migration & Management (Sketch to Figma), Documentation.
- **Talent Development:** Mentorship & Coaching, Performance Management, Talent Retention, Career Pathing.
- **Design & Prototyping:** Design Systems, Wireframing, High-Fidelity Prototyping (Figma), Interaction Design, Information Architecture.
- **Collaboration:** Structured Critique Facilitation, Cross-Functional Workshops, Remote Team Facilitation, Agile Methodologies.

## Education

### Staffordshire University | BA (Hons) Product Design (1st Class)

1999-2002