

Dominic Port

Product Designer / Design Leader



A human-centred product and design leader who's deeply curious by nature. I love uncovering the real challenges people face, shaping clear insights, and translating them into meaningful product experiences. With a background spanning research, strategy and hands-on design, I've built a reputation for strong communication, collaborative leadership, and helping teams deliver thoughtful, user-centred outcomes at pace.

Recent Experience

May 2021 – Sept 2025 • 4.5 yrs • Ford Credit



Lead Product Designer / Product Design Manager

Led the evolution of design within Ford Credit during a period of growth and change, helping establish user-centred design as a core part of product development. Initially joining in a hands-on lead role, I played a key part in shaping design ways of working, embedding research-led practices, and influencing how product teams approached problem-solving. As the function matured, my role evolved into managing and developing a growing design team, ensuring high-quality delivery while building strong foundations for long-term design capability.

Key aspects of the role:

- Embedded design and research into product development across multiple teams
- Led discovery, UX, and product design work to shape customer-first solutions
- Managed and mentored designers, supporting delivery quality and career development
- Defined design standards, processes, and ways of working
- Partnered with Product and Engineering leadership to influence strategy and prioritisation
- Facilitated workshops and contributed to organisation-wide design maturity

March 2021 – May 2021 • 3 months (Contract) • Publicis Poke



Lead UX Designer

Working with multidisciplinary teams at Poke, I helped shape and define key digital experiences for a range of global brands, contributing to discovery, strategy, and early-stage design across multiple markets.

Selected project work:

EE – Designed engaging, interactive mobile experiences aimed at improving customer engagement and usability.

Old El Paso – Led user research to better understand European audiences and identify key drivers of product usage.

Avast – Mapped the end-to-end customer journey to uncover new marketing opportunities, support conversion from free to paid users, and reduce churn.

March 2020 – May 2021 • 1 yr 2 months • Pack



Co-Founder & Product Design Director

Co-founded and led a design-led consultancy focused on helping teams build better digital products through strategy, design, and experimentation.

As Product Design Director, I was responsible for shaping product and design direction across client engagements, working hands-on with teams to define problems, explore opportunities, and deliver meaningful outcomes.

Key aspects of the role:

- Led product and design strategy across multiple client projects
- Designed and facilitated design sprints and strategic workshops
- Helped startups move from MVP to investment-ready propositions
- Partnered with founders and leadership teams to define product direction
- Coached teams in design thinking and modern product practices
- Spoke at industry events including Mind the Product, UX Brighton, and Sussex Innovation Centre

June 2013 – June 2020 • 7 yrs • Wolfcub Digital



Creative Director / Head of UX

Co-founded a design and development agency focused on helping organisations build better products through strategy, UX, and design-led thinking.

Key aspects of the role:

- Led product and design strategy across multiple client engagements
- Delivered hands-on UX and product design work
- Facilitated workshops and design sprints to support innovation and alignment
- Managed and mentored designers as the team grew
- Worked with clients including HSBC, ASOS, Diageo, and Lloyds

May 2023 – Present • 2 yrs 7 months • ADP List

Design & UX Experience Mentor

I'm a Design and User Experience mentor on ADPList, supporting designers at different stages of their careers as they develop their skills, confidence, and direction.

I draw on my experience across product design, UX, and design leadership to help mentees navigate career decisions, strengthen their craft, and better understand how to work effectively within product teams



Feb 2020 – Present • 5 yrs 10 months • Product Unleashed

Co-Founder / Event Host

As co-founder and co-host of Product Unleashed, I helped grow a small meet-up into one of the UK's most active design and product communities, now with over 2,000 members. Every other month, we host live events featuring respected product and design leaders from across the globe, offering exclusive insights, practical tools and fresh perspectives.

The community has since expanded into the Unleashed Summit, specialist workshops and a programme of curated talks, all created to help product people learn from each other, build connections and level up their craft.



Education

BA Hons, Graphic & Communication Design, 2:1

Oxford Brookes University



Advanced GNVQ in Art & Design, Distinction

York College



Fine Art, Grade A (Additional A-Level)

York College



A full version of my CV, including work experience and education, is available on my LinkedIn profile.

Skills

UX Research • UX Design • UI Design • Journey Mapping
• Service Design • Cross-Functional Collaboration • Public Speaking • Growing & Scaling Design Teams • Setting Design Processes & Best Practices • Team Leadership • Mentoring & Coaching • Stakeholder Management
• Facilitation • Design Sprints • Problem Framing

Contact

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