Building products, *businesses and teams.*

Rob Cressey, Design & Product Leader

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Profile

I'm a product design leader who can lead, direct and execute across the full lifecycle of building products and businesses. I turn ambiguity into clear opportunities, propositions and products, from early-stage definition and zero-to-one through launch, scale and organisational change. I've done this across 40+ ventures at BCGDV, through R&D and innovation programmes for major corporates at Cisco, and as VP Product Design & Brand at TrueLayer. My experience spans payments, broadcast, emerging technology and other complex regulated environments, across startups, scale-ups and large organisations.

Selected impact

Defined Pay by Bank
Payment category
Amazon, eBay and 40–50 clients

$79m+
raised by FYLD following venture development at BCGDV

800k+
hrs saved
200k job sites, ConcreteDirect

+7pp
payment conversion from our new Web SDK product

2022–2026
TrueLayer

VP Product Design & Brand / Head of Product Design

Joined as TrueLayer evolved from an API-led infrastructure company into a product-led payments business. Shaped the product, payment experience and brand strategy while building the multidisciplinary design organisation needed to support the transition.

- **Defined Pay by Bank** as TrueLayer's payment proposition, shaping its identity, UX principles, merchant assets and adoption strategy. Trademarked the Pay by Bank identity and worked directly with eBay, Amazon, Just Eat and Ryanair; 40–50 enterprise clients adopted the proposition.
- **Redesigned the payment experience** around user needs, combining research, behavioural insight and experimentation to improve conversion and payment throughput; including a new Web SDK checkout that lifted payment conversion by 7pp over hosted.
- **Re-architected Merchant Console** for a growing, multi-user customer base, shifting it from a developer-centric application towards a platform supporting product, operations, finance and engineering; reducing support tickets by ~40% and task completion time by ~30%.
- **Led zero-to-one work** across Credit, Sign Up, Verified Payouts and Verification, defining propositions and go-to-market.
- **Worked directly with the founders** and senior commercial/product leadership on product strategy, brand, go-to-market and major enterprise opportunities.
- **Built and led the multidisciplinary design capability** needed to deliver it all, growing the team from ~16 to 25 across Product Design, Research, Design Ops and Brand.

Pay by Bank

Pay by Bank explainer video

Payment optimisation
Across the payment journey:
~8pp increase in overall conversion

Hosted Payments case study

Merchant Console
~40% fewer support tickets
~30% faster task completion

Console case study



Pay by Bank Credit

2016–2022
BCG Digital Ventures

Partner & Director, Experience Design / Cohort Lead / Lead UX

Built new digital businesses at scale for major corporate organisations, working across research, strategy, design, brand, technology and commercial development.

- **Defined new digital opportunities** for global corporates, using research, market analysis and customer insight to turn problems into propositions and viable new digital businesses.
- **Worked across 40+ ventures,** with direct involvement in taking 15–20 from early opportunity through product definition, build and launch.
- **Connected customer needs to the wider business and technology system,** shaping business models, product strategies, roadmaps and the capabilities needed to build and scale each venture.
- **Presented venture cases and investment recommendations** to C-level and board stakeholders, building the case for progression and investment through each stage of the venture process.
- **Built and led the design organisation,** progressing from Lead Experience Designer to Partner & Director and Cohort Lead, ultimately leading a multidisciplinary cohort of up to 50 people.
- **Developed the methodologies and practices** used to define, validate and build ventures, and represented design and venture-building approaches in BCGDV and BCG sales activity with key clients.
- **Led complex, multi-million-pound venture builds,** alongside early-stage and validation work across multiple ventures.

FYLD — Website Article
82% year-on-year growth
30–40k field worker users
48% reduction in incidents
Client: SGN / OTPP
Innovation, Incubation

epsy — Website Article
Awarded Fast Company's Innovation by Design Award 2021
300k+ epileptics supported
Client: LivaNova
Validation, Incubation

ConcreteDirect
800k+ hrs saved

MachineMax
70+ customers / 30 markets

Jaimy
50k+ users annually

2012–2016
Cisco
(Acquired NDS 2012)

Lead UX / Chief Technology & Architecture Office

Designed and demonstrated new uses for Cisco technologies across IoT, smart cities, stadium technology, OTT, Pay TV, retail infrastructure and home security.

- **Worked with major clients** including IKEA, NBA, Disney, BSkyB, Comcast, DirecTV and the International Olympic Committee.
- **Developed future-facing concepts and prototypes,** many presented at CES.

Two
US design/technology patents

National Association of Broadcasters 2013
Technology Innovation Award

2006–2012
NDS

Senior Interactive Designer, New Initiatives

Designed and launched electronic programme guides and TV interfaces for platforms including SkyTV and DirecTV, working closely with engineering teams across deep middleware and software stacks.

- **Led UX for forward-looking R&D projects** exploring emerging technologies and consumer electronics, developing prototypes and proofs of concept that demonstrated how TV and Pay TV could evolve.
- **Presented new product concepts and prototypes** at CES and IBC.

Earlier career

Burst Interactive, Middleweight Web Designer | 2004–2006
Marton House, Application Designer, E-learning | 2003–2004

Education

BA Hons Graphic Information Design (2:1), University of Westminster
BTEC Media, Distinction | A Levels: Photography, Bath College