

ANDREW SHEERIN

Product Design Leadership | Systems Thinking | Behavioural Insight

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SUMMARY

Product design leader with experience spanning startups, scale-ups and global tech. I help organisations make better bets by navigating ambiguity, building alignment and creating clarity through a mix of product design, behavioural insight and systems thinking. I'm at my best when the path forward isn't obvious.

SELECTED RECOGNITION

- U.S. patent holder (#US11657058B2 "Systems and methods of enhancing mental health and performance via artificial intelligence"); two additional design patents pending
- Speaker at Kilkenomics, Nudgestock and VMware's SHAPE conference
- University lecturer + guest speaker & regular workshop facilitator
- Games I designed are in the permanent collections of the Bodleian Library, Imperial War Museum and V&A

SKILLS

Design leadership • Product strategy • Behavioural insight • Research & synthesis • Information architecture • Interaction design • Stakeholder alignment • Workshop facilitation • Accessibility • Design systems • Mentoring • AI-native product design • Human-AI collaboration models • Agentic prototyping & rapid hypothesis testing
Figma • Miro • ChatGPT • Claude • Cursor • GitHub • Storybook

EXPERIENCE

Antare - Head of Product Design

JAN 2025 - JUL 2026

First design hire and foundation team member at an ambitious hardware + SaaS start-up defining a new category at the intersection of physical security, operational intelligence and AI.

- Built the core product experience from the ground up across hardware, web and mobile platforms.
- Took an ecosystem of products from ideas to launch while establishing the design function, research practices and design systems that enabled product development to scale from 2 to 8 people.
- Developed frameworks for interpreting, prioritising and communicating AI-generated incident data, helping customers make confident decisions in complex and high-stakes situations.
- Worked as part of the leadership team to shape product strategy, establish new ways of working, introduce AI-assisted design and align cross-functional teams in a rapidly evolving market.
- Helped scale the organisation through hiring, mentoring and onboarding across multiple functions.

Rehuman - Behavioural UX Consultant

APR 2024 - OCT 2024

Behavioural design consultant helping a health-tech startup refine product strategy, increase engagement and prepare for growth.

- Worked directly with the CEO and CTO to challenge assumptions, shape product direction and develop a roadmap that contributed to the successful securing of the company's next funding round.
- Translated complex health data into behavioural science principles to create a core engagement engine

that accelerated participation and healthy habit formation.

VMware - Staff Product Designer

FEB 2022 - APR 2024

Product design lead for RabbitMQ during a period of significant product and platform expansion.

- Designed coherent end-to-end experiences across a complex ecosystem spanning open-source, commercial and SaaS products, simplifying workflows for developers and enterprise teams.
- Led an education & enablement working group that improved adoption and reduced support demand
- Created a framework for remote collaboration that improved team alignment and was later adopted across VMware's data teams, prompting architectural changes in the wider cloud platform.

Citrix - Lead Product Designer

SEP 2017 - JAN 2022

Product design leader for flagship initiatives, combining customer insight, innovation and behavioural science to influence product and organisational direction.

- Played a leading design role in the first iteration of Citrix Workspace, helping define the experience of the company's flagship productivity platform.
- Led an innovation programme exploring the relationship between productivity and wellbeing, shaping a new AI-assisted product direction that influenced Citrix's global digital wellbeing strategy.
- Built and led a multidisciplinary team, resulting in a U.S. patent and formal recognition for innovation.
- Facilitated customer empathy programmes, workshops and research activities that strengthened customer understanding across R&D teams.

Viewranger - Head of UX

SEP 2015 - AUG 2017

Led product design and UX strategy for an outdoor navigation platform with more than two million users, introducing an augmented reality navigation tool and increasing new user growth by 10% month-on-month through improvements to onboarding and first-time user experiences.

TerrorBull Games - Co-founder, Head of Product

JUN 2006 - AUG 2017

Co-founded an award-winning board game company that used play, simulation and behavioural design to challenge assumptions, change behaviour and engage people with complex social and political issues. Worked with organisations including Amnesty International, Greenpeace, MSF and the Nobel Peace Center to help people explore incentives, uncertainty, competing perspectives and impact real-world policy decisions.

Digital Spoke - Digital Strategy Officer

JAN 2004 - SEP 2015

Progressed from Head of Design to Digital Strategy Officer, helping grow an accessibility-focused digital agency while leading client strategy, team development and delivery across media, education, healthcare and government sectors.

QUALIFICATIONS & CERTIFICATIONS

- University of Leeds - English and German Joint Honours: **Double First**
- Behavioural Design Academy - Psychology for Digital Behavioural Change
- Behavioural Design Academy - Applied Behavioural Change
- Braintstation - AI Product Design Certification