

Stuart Frisby

stuart@mrfrisby.com • mrfrisby.com • linkedin.com/in/stuartfrisby

EXPERIENCED DESIGN LEADER passionate about building design teams and thriving design cultures in service of building world-class products. A skilled advocate for design with a track record in creating high-quality, profitable and meaningful products.

I design Design organisations and create environments in which great design work happens.

- **Leader** of high-impact teams working on varied products in complex industries, able to synthesise qualitative and quantitative research into clear direction and simple, highly usable applications.
- **Design Advocate** comfortable presenting in front of audiences of all sizes and extolling the virtues of user-centred design.
- **Translator** between the worlds of Product, Engineering & Design, extracting clarity from confusion and finding ways to meet the needs of distinct stakeholders.
- **Organisational Designer** adept at foreseeing and mitigating scaling problems and providing clear focus to organisational change.
- **Researcher** with a track record of providing direction and rapidly validating nebulous product ideas and steering company strategy.
- **Systems Thinker** able to design and lead efforts to simplify, standardise and make efficient the processes which are critical to the production of quality customer experiences.

RECENT EXPERIENCE

Deliveroo - Director of Design July 2019 - Present

I head up the wonderful team of Product Designers, Content Designers, Localisation Specialists, Kit Designers, Design Systems folks and Design Managers at Deliveroo where we use design as a competitive asset in an intensely competitive industry. I spend my days making sure the design team is empowered to do bold and ambitious work, and that the business is leveraging the power of design to stand out in a crowded space through superior user experiences across our platform of products for consumers, riders, restaurants & grocers.

Booking.com, 2011-2019

- Director of Design, May 2016 – May 2019
- Principal Designer, Jan 2014 - May 2016
- Senior Product Manager - Mobile Apps, Jan 2014 - Jun 2015
- Senior Designer & Senior Product Manager, Nov 2012 - Jan 2015
- Designer, Team Lead & Product Manager, April 2011 - Nov 2012

Previously

- Interactive Designer at NV Interactive - 2010 - 2011
- Freelance Designer - 2004 - 2010
- Web consultant at Fukuoka Now - 2008
- Media Relations at Coventry City Football Club - 2007
- Invited Industry Expert at Apple - 2005

EDUCATION

John Moores University

Liverpool - England, 2004-2009
Japanese, International Business Studies

西南学院大学

Fukuoka - Japan, 2007-2008
School of International Studies,
Japanese & Japanese History

SPEAKING

Leading Design, Online 2021
[Design Leadership: Crisis Edition](#)

Leading Design NYC 2019
[First comes scale...](#)

Leading Design, London 2017
[Scaling Design](#)

Conversions@Google 2017
[Building a Testing Culture](#)

PUBLICATIONS

Creative Review, 2021
[Putting Design at the heart of the Deliveroo Brand](#)

Harvard Business Review, 2020
[Building a Culture of Experimentation](#)

Booking.design, 2017
[Implementing System Fonts](#)

Director Magazine, 2016
[The Future of Travel](#)

South China Morning Post, 2015
[Apple Watch Takes Away Travel Pain](#)

Wired Magazine, 2015
[Booking.com Launches Booking Now](#)

stuart@mrfrisby.com • mrfrisby.com • linkedin.com/in/stuartfrisby