

Chris Barnes

UX & Product Designer

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Work Experience

Civica / Senior UX Designer

JUN 2017 – PRESENT

Currently, I work with a range of clients within regulated markets and central government to create services and products by conducting user research, designing interfaces and creating and validating prototypes.

Accomplishments:

- Led user research and design project for an analytics portal enabling teachers to develop and improve their teaching methods.
- Conducted user research and led design of Solicitors Regulation Authority website redesign.
- Implemented user centred design within a range of organisations.
- Mentoring and training junior designers.

Chaordic / UX Designer

APR 2014 – JUN 2017

I was responsible for the overall user experience for multiple e-commerce personalisation products; utilising all elements of the User Centred Design process.

Accomplishments:

- Consolidated 5 product offerings under a single customer view.
- Led design projects which reduced product integration times by 10%.
- Increased CTR by 40% by redesigning features based on information gained through usability tests and user research.
- Designed products which outperformed industry leading competitors in A/B tests with an increase in 26% in sales.

Freelance / UX Designer

JAN 2011 – APR 2014

Worked with a wide range of clients and agencies to design and develop websites and applications focusing on the needs of the end user which saw an increase in engagement, retention and conversion.

Education

Edexcel / HND in Computing and Systems Development

NOV 2012 – JAN 2015

Skills

User research: • Workshops & focus groups • Interviews • Personas • Empathy maps • User experience / customer journey maps • User journeys • Data & task analytics • Card sorting

Solution design: • Ideation sessions & concept sketches • User flows • Wireframes • Mock ups • Style guides & pattern library

Prototyping: • Rapid prototyping (Axure/ Sketch & Invision, Adobe XD) • HTML & CSS • Interactive prototypes (Axure / Sketch & Invision, Adobe XD)

Testing: • Guerrilla user testing • Usability testing • A/B & multivariate testing • Treejack testing

References

Available on request.