

Christopher Davies
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Digital product & UX design consultancy

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I solve business problems through user research, rigorous analysis, strategic thinking, modelling complexity, iterative design and delivery.

Solutions have ranged from simple microsites to complex enterprise products, for clients of all sizes and industries.

I am based in London, but available internationally.

I'd love to learn about your challenges - please get in touch!

Contract (all senior/project design lead)

Farfetch
February 2020 - April 2021
Marketing web-tools for internal users

Techniques employed

- Stakeholder research
- Task analysis of existing workflows
- Service mapping
- Object modelling
- State transitions mapping
- Concept generation
- Figma UI design & prototyping
- User testing
- Engineering support & design iterations

Notes

- Iterated on and supported build and implementation of promotions tool designed previously.
- Design from kickoff of new integrated campaign creation and management tool for internal marketing production and content teams.
- Worked closely with stakeholders, product and engineering to design a tool to maximise workflow efficiency and flexibility of configuration.

Inviqa
November 2019 - January 2020
B2B Corporate governance web Saas

- Enterprise user research
- Sketch wireframing
- Axure prototyping
- Usability testing

- Provided consultancy services to end client's in-house design team to help guide overall redesign of their enterprise software.
- Performed customer research, created a concept and tested remotely.
- Packaged and presented end client handover documentation.

Farfetch
July 2018 - August 2019
Marketing web-tools for internal and client users

- Stakeholder research
- Client workshoping
- User journey mapping
- Concept generation
- Sketch & Figma UI design
- Permissions hierarchy development
- Figma & InVision prototyping
- User testing

- Researched and designed product labelling tool for approx 20 internal stakeholders and teams, and external platform clients.
- Researched and designed a new promotions tool for internal marketing teams and external platform clients working closely with engineering and product, and a UX researcher.

The BIO Agency
October 2017 - April 2018
B2B Electronic componentry web e-commerce

- Competitor review
- Task modelling
- Stakeholder workshoping
- SME structured interviews
- Insight analysis
- Service blueprint creation
- Concept generation
- Sketch wireframing

- Worked in partnership with another CX contractor and a BA to design new quoting and global inventory features for a B2B e-commerce end client.
- Also conducted an extensive review of Amazon Business.

Tommy
October 2017
Architecture firm website

- Competitor analysis
- Stakeholder workshoping
- Sketch responsive wireframing and delivery

- Ultra-fast 2-week entire site redesign for a leading UK architecture firm.
- In 10 days I ran an internal workshop, designed and iterated fully- annotated wireframes for 3 breakpoints.

Prospect
September 2017
B2B IT management web dashboard

- Axure wireframing & prototyping

- Provided UX support redesigning an IT management dashboard for one of the world's leading IT services companies.

Aviva
September 2016 - June 2017
B2C Retirement savings web-tool

- Stakeholder workshoping
- Design sprints
- User journey mapping
- Sketch wireframing
- Invision prototyping

- Worked alongside a UI design contractor to redesign the Aviva pensions logged-in experience and create a lifestyle-based calculator tool for pension savings planning.

Adaptive Lab
August - September 2016
B2C Smart car mobile app

- Client workshoping
- Sketch wireframing
- Marvel prototyping
- Usability testing & analysis

- Consulted with agency PM and end client to design a native mobile app for a connected-car system.

Other UX contracts and employment

J. Walter Thompson
July 2016

Razorfish
August 2015 - June 2016

The BIO Agency
January - July 2015

Nature Publishing Group
March - November 2014

Software skills

Primary tools

- Figma
- Sketch
- InVision
- Airtable

Supporting tools

- Adobe CC
- Axure
- Justinmind

Education

MSc Integrated Product Design
Brunel University

BEng Mechanical Design Engineering
Glasgow University

MA Economics
Edinburgh University