

Christopher Davies  
Eigenfactory Ltd  
Digital product & UX design consultancy

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I solve business and customer problems through user research, business analysis, strategic thinking, domain modelling, iterative design and pixel-perfect UI 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!

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#### Contract (all senior/project design lead)

**Conde Nast**  
February 2022 - April 2023  
Marketing web-tools for internal teams

#### Techniques employed

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

#### Notes

- Redesigned existing engineering-designed internal marketing tools prior to marketing team rollout.
- Designed a reporting dashboard for campaign performance monitoring and test analysis.
- Delivered build-efficient designs for engineering, including component specification and provided support during build.

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**Farfetch**  
February 2020 - April 2021  
Marketing web-tools for internal teams

- 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

- 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.

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**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.

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**Farfetch**  
July 2018 - August 2019  
Marketing web-tools for internal and B2B 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.

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**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.

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**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.

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**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.

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**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.

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**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.

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#### 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
- Notion

Supporting tools

- Adobe CC
- Axure
- Justinmind

#### Education

MSc Integrated Product Design  
Brunel University

BEng Mechanical Design Engineering  
Glasgow University

MA Economics  
Edinburgh University