Profile

Chris Ryer

UX / UI Designer

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Passionate about crafting beautifully designed immersive experiences, successfully leading the UX and design on products & apps from a user centred approach. Eager to utilise and demonstrate existing skills. Hands on UX UI designer who owns solution to ensure the highest quality.

Believes it is crucial to create fully usable, accessible and attractive products. Creativity is key and has dedication to ensure high quality and standards. Loves to improve skill set and solve problems, and quickly gets excited about new ideas, techniques and concepts.

My work is based on a deep understanding of user intention and behaviour, gained from data, user research and testing, mixed with a strong understanding human psychology, trends & technology.

Living in the experience age, inspired by all things that change the way we think and the excitement given from innovation and digital products. Loves to absorb fresh ideas and ways of thinking whilst solving problems.

To view my Portfolio / examples please go to <http://www.chrisryer.co.uk>

Skills

* Wireframes low - high fidelity, Figma, Invision studio, Sketch, Storyboards, Sitemap, XD
* Accessibility, Usability, User centred design, Human behaviour & Interaction psychology
* Design process, Design system maintenance & creation, Brand guide, Motion design, Animation
* Mobile app native design & architecture, Mobile first responsive web, Full Adobe suite
* Information architecture, Content strategy, Exp map, Persona, Research, Audit & Analytics
* A/B testing, Heat mapping, Eye tracking, Card Sort
* HTML5, CSS3, SASS, JS
* Semantic elegant hand code
* Agile, GIT, Jira, Trello

Experience

Freelance, Product Designer - EE ( e-commerce )                 Sep 2023 - Present

Short contract to help agency meet deadline, Lead product designer working on EE’s new home security offering, contributed to discovery, lead ideation, full information architecture, lo-mid-hi fidelity prototype in Figma, maintained design system, carried out stakeholder interview, usability reviews, accessibility tests & user testing proposal. MVP - advanced future product.

Freelance, Senior Product Designer - London Stock Exchange ( Fintech )                 July 2023 -  Sep 2023

Lead product designer working on the London Stock Exchange fintech portal, architecting user centred journeys, user testing & persona creation, lo-hi fidelity prototype iterated design around user feedback, Designing the London Stock Exchange broker portal including insurance, loans, stock exchange, foreign exchange & digital payment solutions.

Freelance, Senior Product Designer - O2 ( eCommerce )                                  Feb 2023 -  July 2023

Lead product designer for O2 mobile, focusing on re-designing main user journeys including Product select, Basket, Checkout. As well as maintaining and developing their new Figma design system migrated from Sketch.

Freelance, Senior Product Designer - Apryl ( Fertility healthcare tech )                               Nov 2022 -  Feb 2023

Lead product designer for Apryl, an online fertility clinic pairing users with healthcare professionals, architected their online portal from a user centred approach, lo to hi fidelity prototype backed by user research.

Freelance, Senior Product Designer - Asda ( Retail )                                  June 2022 -  Nov 2022

Lead product designer for Asda, designing their new e-commerce solution on returns, including maintaining their design system.

Freelance, Senior Product Designer - Nando’s ( Food & Beverage )                                  April 2022 -  June 2022

Lead product designer for Nando’s, designing their forecasting, stock and logistics app from scratch, design lead within an agile team.

Freelance, Senior Product Designer - NHS ( GDS Healthcare theatre booking ) Jan 2022 - April 2022

Lead UX UI Designer for NHS Wales architecting and designing their hospital theatre booking system TOMS.

Freelance, Senior Product Designer - Gamesys ( Gaming ) Nov 2021 - Jan 2022

Lead product designer for Gamesys designing their design system and also their app based gaming products.

Freelance, Senior Product Designer - BP ( Energy saving ) Aug 2021 - Nov 2021

Lead product designer for BP working on their energy saving app.

Freelance, Senior Product Designer - DEFRA ( GDS, Agriculture storage / tracking ) Jun 2021 - Aug 2021

Lead product designer for DEFRA working on their agricultural analytic tracking platform, GDS focused, contributed new user centred components to GDS toolkit & GIT.

Freelance, Lead UI Designer - SKY ( eCommerce ) April 2021 - Jun 2021

Lead UI Designer for sky working on their mobile offering, research driven ( card sort ) from a user centred approach.

Freelance, Lead Interaction Designer - NHS ( Healthcare B2B GDS Gov ) Nov 2020 - April 2021

Lead Interaction Designer for the NHS working on the front of house covid portal, UX review & prototyping.

Freelance, Lead UX UI Designer - Planning Portal ( Consumer GDS ) Jun 2020 - Nov 2020

Lead UX UI designer for Planning Portal working on their new and improved digital planning permission service.

Freelance, Lead UX UI Designer - NHS ( Healthcare B2B GDS Gov) Jan 2020 - Jun 2020

Lead UX UI designer for Valtech working on a data security app for the NHS, architecting user centred designs from workshops, Lo-FI wires to Hi-FI end product prototype, Invision studio, sketch.

Freelance, Lead Mobile UX UI Designer - Kwiff ( Gaming ) Feb 2019 - Dec 2019

Lead UX UI designer for Kwiff sports betting app, native IOS & Android, architecting user centred designs from workshops, wires to end product prototype, Invision studio, sketch, motion design & animation. Introducing concepts such as an on demand ‘watch as you bet’ feature and a ‘mood bar’ with gamification, point scoring, progression and rewards.

Freelance, Lead UX - Holland & Barrett ( eCommerce ) Dec 2018 - Feb 2019

Lead UX designer for Holland & Barrett, architecting user centred design, lead by lab testing / card sort driven research to help deliver a new fresh eCommerce experience, wireframe with ui example and documentation to support development.

Freelance, UI UX Architect, Consultant & Designer - Gala / Buzz Bingo ( Gaming ) June 2017 - Dec 2018

Lead for design driven native IOS & Android applications, architecting user journeys, IA & content strategy, audit & analytics, lo - hi fidelity interactive prototyping, technical & design standards, overall vision based on research and human behaviour, Consulted key acquisition features, Creating beautiful UI.

Freelance, UX Designer - DVSA ( B2B, GDS, Gov ) March 2017 - June 2017

Architected user journey for the gov MOT digital service, user centred design to strict GDS guides, lo-hi fidelity wires, working closely within design team with an agile approach.

Freelance, UX Designer - The Whites Group ( Fintech, Digital banking ) June 2016 - March 2017

Full UX Audit of financial trade application, research, value proposition, competitor audit, stakeholder interviews, wireframe, design, hi-fidelity mockup of application & portal, design lead & developed front end on financial products.

Freelance, UX Designer - Initials Marketing ( Healthcare, B2B, Saas ) Mar 2016 - June 2016

Redesign tablet device for Boots & Phillips using sketch, Core user centred UX architecture and design, IA, content strategy, delivery messaging, value proposition, blueprints, Full UX audit, site map, low and high fidelity wireframes for an exclusive blue chip client.

Freelance, UX UI Consultant - Veritone - Machine Box ( AI Machine learning ) Personal Project

UX UI consultant & designer for a machine learning company, architecting user centred designs from research, wires to end product prototype invasion studio & sketch.

HSSNET, Lead UX Designer ( Healthcare ) Aug 2014 - Mar 2016

Joined HSSNET to assist a team of developers by leading design for their suite of products healthcare used by the NHS. Developing a UX process by liaising with stakeholders and clients to establish business requirements, aspirations, value propositions, target market, personas, competitive audits, market research & analytics, functional & technology requirements. Creating an information architecture and establishing workflow in the form of a low and high fidelity mockup’s. Focusing on UCD to create brand identity and interactive prototype, also assisting with the implementation of the product using html5, sass & javascript.

Capita, UX Designer & Consultant ( B2B, Gov, Learning ) Mar 2012 - Aug 2014

Joined Capita as a UX Designer to help develop their learning apps. Working collaboratively within a development team, Architecting user experience and regularly touching base with key stakeholders and clients.

Numero, UI / UX Developer ( B2B, Communications ) Jan 2011 - March 2012

Joined Numero as a UX UI developer to help develop their product 'Numero Interactive', Worked on projects creating pixel perfect customer service interfaces for major companies including Yodel & Tesco.

IO-ME Ltd, UI / UX Developer ( Consumer, Social ) Nov 2009 - Jan 2011

Joined IO Global as a UX UI Developer to help develop their social apps.

References

Available on request.