Chris Colegate

Experienced Product Design Leader

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Confident, experienced, multidisciplinary professional with over 15 years of web and digital product expertise, both agency and client-side.

- Experience of **product design, UX**, **user-centered design** and **user and customer journeys.**
- Experience of development methodologies and a passion for digital disruption.
- Experience of product strategy, product design and interfacing with stakeholders and leading multi functional teams.
- A strong set of technical skills and the ability to understand and communicate requirements and ultimately design complete solutions across a wide variety of subjects.

- **Visual** & **Interaction Design**
- **UX Design**
- **UI Design**
- **Creative** and **Technical Direction**
- **User research**, design sprints, leading and facilitating **focus groups** and user discovery groups
- Developing prototypes and designing products.

- **Experienced in Waterfall**, **Agile** and **Scaled Agile (SAFE)** project methodologies
- Keen ambassador for optimised and streamlined collaborative working practices.
- I have a long history of stakeholder and client relationship building and management.

I believe **collaboration, communication, transparency and multidisciplinary teams** are the key to an effective and successful project.

On the **technical** side, my key skill-set is predominantly on the front-end, Web Development, highly proficient in **HTML and CSS**, **Javascript, jQuery**, some **PHP**, plus a smattering of BASH, Linux server management, **AWS** and **Cloud Server methodologies.**

I am an experienced public speaker and communicator, and have a wealth of experience in a variety of sectors including:

- TELECOMMUNICATIONS
- TRAVEL
- CUSTOMER SERVICE
- SALES
- E-LEARNING
- AGENCY AND CLIENT SIDE

SPEAKER: Customer Experience Track - Aviation Festival, London, 2015

SPEAKER: Oracle Customer Experience Expo, London, 2016

Funeral Guide

September 2019 - March 2020

Deputy Head of Design

Leading a multi disciplinary team consisting of product designers, graphic designers, illustrators and front-end engineers at this early stage startup with ambitious growth trajectory.

I was asked to join the team and support the Head of Design with the product suite that Funeral Guide have put together. This is a great company, with tight knit teams that have a bright future. I was involved in projects that had involvement from all aspects of the business, liaising with the product, sales, marketing and customer success teams.

Highlights:
• Working closely on refining the product design of the flagship product Arranger, honing the user experience and bringing best practice and design thinking to an already strong product.

• Working on extending the offering of the comparison and resource website FuneralGuide.co.uk, designing the screens and user journey for the price comparison module, and co-ordinating across multiple departments.

• Working closely with all other heads of departments to improve product design, customer experience and conversion optimisation.

• Evangelising Customer Centred design, Design Thinking and Customer Experience across the product suite along with the crucial need for Data-based, User research and feedback centred decision making.

Chris Colegate Design and Development

February 2008 - Present

Freelance Design and Development Consultant

- Working with small to medium-sized businesses and charities to redesign websites, remove and optimise technical debt, and reduce costs while maximising user experience, customer loyalty and retention.
- Producing wireframes, prototypes, and presentations
- Advising companies and organisations on customer experience best practice
- Redesigning legacy user experiences to enhance products

Flybe, Exeter, Devon

July 2016 - February 2018

UX Design Lead

- Leading the front-end UX/UI design on projects for the e-commerce, digital and IT departments, across the whole Flybe digital portfolio, including multiple business websites (Flybe.com, Flybe Training Academy, Flybe Engineering, dedicated mobile website, iOS and Android mobile apps)
- Supporting a major in-house CMS build project between Feb 2017 - Oct 2017 with **wireframes, user journeys, phased visual designs** in an **agile framework**
- Included a complete redesign of the front-end rebuild of Flybe.com
- Redesign of Flybe micro-sites for Trade Sales, Careers, PR and HR
- Assisting with design of
- Incorporating **user-centred design principles, conversion optimisation methodologies** and **design thinking** into the projects and BAU
- **Closely collaborating** in a multi-disciplinary team of developers, business analysts to help streamline the development lifecycle and sprints

- Leading workshops, user focus groups, user research and user testing
- Bringing a design language to an established brands site.
- Using front-end development skills in HTML, CSS3 and Javascript to realise the designs, working alongside internal and external development teams

Flybe, Exeter, Devon

Web Team Lead

- Managed the **Flybe MVT and CRO** programme, generating over £3m in additional revenue through A/B testing and Multivariate Testing, utilising personalisation and CRO techniques
- **Project lead** managing the build of a CMS, co-ordinating and liaising with several departments and external agency's and organisations, including Amazon AWS, Rackspace and creative agencies.
- **Lead UX / UI designer -** collaborating closely with **business stakeholders, marketers and board members** to simplify and streamline website booking and user-led administration tasks, leading to optmised processes and deeper understanding of user journies. Part research, Part design, Part Development.
- **Marketing technology lead -** looking to **innovate and optimise, passionate about digital disruption**
- **Relationship management -** Built and managed strategic business relationships for key revenue driving initiatives for the Flybe commercial team, in line with company and department KPI's
- **Project management -** Successfully implemented project management/workflow and collaboration tools for the Marketing department to aid with day-to-day and campaign management
- **Data driven -** Worked closely with the Head of Marketing and Digital to ensure delivery of key revenue driving initiatives, including Social Marketing campaigns, key sale periods, and increased visibility of performance data
- **Platforms -** Used **data-driven design** methodologies, using a combination of analytics tools - including **Google Analytics Premium, Sessioncam, Maxymiser and Webtrends**
- **Investor microsite -** Successfully managed the implementation of the redesign of Investor microsite, collaborating with several internal departments, third-party agencies, board members and stakeholders, creating a responsive, data-driven dynamic microsite based on the LSE, press releases and
- **Collaborated closely** with several key **creative, SEO, development and data agencies**
- Introduced several key workflows to the Flybe Digital function, including standups, sprints, and agile methodologies

SPEAKER: Aviation Festival, Customer Experience Track, London, 2015

SPEAKER: Oracle Customer Experience Expo, London, 2016

Flybe, Exeter, Devon

Designer/Developer

- Supporting the marketing and IT departments in various initiatives for this major e-commerce site.
- UX/UI design across the Flybe website portfolio
- Supporting sales and marketing campaigns
- E-commerce funnel optimisation
- User experience optimisation
- Liaising with multiple stakeholders, departments and agencies
- Supporting customer service requirements and IT development cycles
- Working alongside internal and external development teams to realize designs into final builds.

Outsourcery, Bury, Greater Manchester

April 2009 - October 2009 (7 months)

UX/UI Designer

Supporting the rebrand of DSGi Business Communications to Outsourcery, the leading UK provider of cloud-based IT, infrastructure and business communications solutions. Especially across the digital platforms.

Worked closely with various branding and design agencies in London and the North West to clearly communicate the USPs of this unified communications start-up, led by Dragons Den coach Piers Linney.

DSGi Business (Dixons Stores Group), Bury, Greater Manchester

August 2008 - May 2009 (10 months)

UX/UI Designer

Supporting various business initiatives on the web for the business communications arm of Dixons Stores Group in UI design and development, working closely with developers and product owners to understand requirements and KPIs, aligning these the companies web presence.

AppSense, Warrington, Lancs

Digital Designer

February 2005 - September 2007 (2 years 8 months)

- Digital designer working across a variety of mediums, from email and web to powerpoint.
- Designing sales literature, presentations and communications for this multinational software house.

Apex Interactive, Reading Berkshire

Multimedia Developer

September 2002 - September 2003 (1 year 1 month)

- Developer for this E-Learning Solutions company, working on educational projects for business including:
  - Unilever
  - Safeways Supermarket
  - Nokia
- Building complex, media rich educational projects in Adobe Flash, I was able to work on projects for some major brands, utilising interaction design to create compelling learning experience for internal learning products.
- Follow brand guidelines closely to create unified experiences for staff and students.

Quantum Solutions, Milton Keynes

Web Designer

May 2002 - September 2002 (5 months)

Junior designer/developer for this small web agency, with Vision Express and Considerate Constructors as one of their major customers.

EDUCATION

University of Plymouth

BSc(Hons) Digital Arts and Technology (MediaLab Arts)

2000 - 2004

Cross discipline course focusing on design, technology and production techniques. Topics covered include topics such as design, programming, AI, behavioural psychology, mixed-media/multimedia production techniques, strategy, and design theory.

This sandwich course includes a year embedded in an industry placement, essential for todays fast moving digital media industry.

Plymouth College Art and Design

Art, Design and Media Production

1999 - 2000

Ridgeway School Plympton, Devon

GCSE's A - C grade

1987 - 1991

Design

- Visual Design
- Interaction Design
- User Centered Design (UCD)
- UX/UI Design
- Creative and Technical Direction
- Product design and development
- E-Commerce Design and Development
- CMS Design and Development
- Conversion Optimisation
- Multi Variant Testing
- Copywriting
- Expert user of Major software packages - including Sketch, Full Adobe Suite (Photoshop, Illustrator, InDesign), Balsamiq Mockups
- Prototyping tools such as InVision, Marvel, Flinto

Technical

- Front-end Web Development (HTML/CSS/JS)
- Javascript, JQuery
- PHP
- LAMP & Bash scripting
- Cloud based server technologies - AWS

Further skills

- Stakeholder management
- Project management
- Agency relationship management
- Agile framework
- Marketing technology stacks