
Chris Colegate

Experienced Senior Design Leader

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Confident, experienced, multidisciplinary professional with over 15 years of print & digital design experience.

- Experience in digital and press design.
- Experience in marketing and corporate design, design leadership and interfacing with stakeholders and leading teams.
- A strong set of web and press skills and the ability to translate ideas and concepts into end products.
- Significant communication skills with the ability to speak confidently with colleagues and clients to ensure the best end results.

- Press, digital and illustration experience gained at several major companies.
- 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
- Design systems
- I have a good history of stakeholder and client relationship building and management.

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

it'seeze Websites

Jan 2021 - Present

Production Manager

It'seeze comprises a franchise network of around 30 consultants across the UK and Ireland. They support local SMEs, organisations and charities with the design, development and maintenance of websites and e-commerce sites built on the custom and bespoke website editing software previously developed by the business.

I was involved in managing three separate teams within the business: The design team, and the Code team and regularly interfacing with the Development team.

The role involved three main areas:

- Production Manager
- Product Manager
- Project Manager

and brought into play various skills, including team management, task delegation, franchisee/customer support

My Production Manager role at It'seeze primarily involved the organisation and management of the in-house design and code teams, allocation of the design and production of the websites, submitted by the consultants from around the country, and making sure they were designed and built and populated with content supplied in the form of a brief written and submitted by the consultant and their client. I jointly managed a team of up to 10 designers and coders alongside the design manager.

Responsibilities included:

- Approval responsibilities of the design briefs submitted via the online portal
- Delegation and prioritisation of jobs in the design and production queue.
- Entry of the design and code teams workload into the Design queue backlog
- Managing the day-to-day Design and Code queries in the company's ticketing system in Freshdesk.
- Making sure the Development teams client work was submitted into their backlog
- Managing the creation of a design system to be used within the design and code teams, streamlining their production process, thus making efficiency and cost savings.

Achievements included:

- Automation of processes and systems to optimise various functions across the Design, Code and Development teams.
- Significant reduction of time spent manually inputting and transferring data across multiple platforms - many of which are custom in-house developments.
- Interrogation of Data to pinpoint areas for optimisation
- Visualisation of historical production data into dashboards

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 developers at this early stage startup with ambitious growth trajectory.

I was incredibly honoured to be asked to join the team and support the Head of Design with the design led product suite that Funeral Guide have put together. I was involved in projects connected with all aspects of the business, driving the product, User centered methodologies across the three main products, interfacing with 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 coordination across multiple departments.
- Evangelising Data centred design within the business and senior management teams.

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
- Incorporating user-centred design principles, conversion optimisation methodologies and design thinking into the projects and BAU
- Leading workshops, user focus groups, user research and user testing
- Bringing a design language to an established brands site.

Flybe, Exeter, Devon

April 2015 - July 2016 (1 year 4 months)

Web Design Lead

- 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 optimised processes and deeper understanding of user journeys. Part research, Part design, Part Development.

- 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, coordinating and liaising with several departments and external agencies and organisations
- 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
- Investor microsite - Successfully managed the redesign of the Flybe Corporate 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 and data agencies
- Introduced several key workflows to the Flybe Digital function, including stand-ups, sprints, and agile methodologies

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

SPEAKER: Oracle Customer Experience Expo, London, 2016

Flybe, Exeter, Devon

August 2010 - April 2015 (4 years 9 months)

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

*February 2005 - September
2007 (2 years 8 months)*

Digital Designer

- 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

*September 2002 -
September 2003 (1 year 1
month)*

Multimedia Developer

- 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

*May 2002 - September 2002
(5 months)*

Web Designer

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

EDUCATION

University of Plymouth

2000 - 2004

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

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 today's fast moving digital media industry.

Plymouth College Art and Design

1999 - 2000

Art, Design and Media Production

Ridgeway School Plympton, Devon

1987 - 1991

GCSE's A - C grade

SKILLS

Design

- Design for press, 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