

Russell Chambers

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MA - User Centered Design - BA(Hons) Interactive Media

Senior UX/UI Digital Product Designer

Innovative, collaborative and passionate UX/UI product designer with high proficiency in problem solving, visual UI design, UX design, UX research, user-centred-design principles, digital product development and agile/scrum, kanban, lean process experience.

I specialise in the UX and UI process, turning user research into frictionless transactional digital products, providing a pain-free, delightful experience for end-users and a successful product for brands and businesses. I am responsible for all UX/UI digital product design and development, providing feedback and mentoring for my creative team and support to product owners and stakeholders in an agile environment.

I am highly experienced with the complete Adobe CC suite as well as industry-standard wireframe & prototyping software such as Sketch, Figma and Adobe XD. I am also a video editor, illustrator and graphic designer, providing a full design service focused on the user journey.

My MA research focused on user-centered-design, user psychology and phenomenology, how users respond to complex systems, and products. As a UX/UI designer, I am empathetic, adaptable and emotionally intelligent, understanding the importance of the UX design process and user-centered-design principles. It is crucial to provide an emotionally resonant experience that is both delightful and functional, removing any pain points in order to deliver a successful transactional product that aligns the needs of the user with the goals of the business.

Primary Skills

- UX/UCD Research & Development
- UI Design & Design Thinking
- SDLC, Agile/Scrum, Kanban, Lean processes
- Prototyping & Wireframes
- Brand & Graphic Design
- Qual & Quant User testing
- Adobe CC, XD, Figma, Sketch, Axure etc.
- Information Architecture
- Service Design
- Visual Communication

Professional Experience

UX DESIGNER - ST. JAMES'S PLACE WEALTH MANAGEMENT

Sept 2021 - Present

FTSE-100 wealth management business that prioritises client relationships. £143.8bn of client funds under management.

- Utilising a systematic UX/UI User-Centered-Design process that provides clarity, accuracy and timely delivery of products and features
- Working within an agile software development process, assisting and supporting scrum teams, daily stand-ups and backlog prioritisation
- Prototyping and development of UX/UI design
- Communicating UX/UI concepts to stakeholders and leaders
- Carrying out client usability studies and feature & product testing
- Ensuring accurate design implementation within engineering and scrum teams
- Liaising with UX researchers to understand user needs and pain-points

UX CONSULTANT - PARMENION

May 2021 - Sept 2021

Award winning financial technology and investment solutions provider. Providing scalability and reduced business risk.

- Communicating with product owners and scrum teams, gathering deliverables, shaping roadmaps and backlog
- Generating wireframes, interactive prototypes (Adobe XD, Figma etc.) and hi-fidelity visual UI design mockups
- Carrying out client usability studies and feature & product testing
- Communicating with engineering teams to ensure accurate design implementation
- Working within an agile software development process, assisting and supporting scrum teams

HEAD OF UX/UI & PRODUCT DESIGN - CODEHERENT

Feb 2020 - May 2021

Codeherent is an IaC technology provider whose solutions enable customers such as Admiral to visualise, build and deploy cloud infrastructure configurations faster and with substantially less risk by increasing collaboration between IT & DevOps teams. www.codeherent.tech

- Utilised a systematic UX/UI design process that ensured a high level of usability and consistency from MVP to scaled iterations
- Communicated with product owners daily, gathering clear business requirements and delivered designs to roadmap timelines
- Worked within an agile software development process, assisting and supporting scrum teams, daily stand-ups and backlog prioritisation
- Generated wireframes, interactive prototypes (Adobe XD, Figma etc.) and hi-fidelity visual UI designs
- Managed usability studies and qual/quant testing sessions
- Worked directly with engineering and DevOps teams daily to ensure accurate design implementation
- Presented and communicated new UX/UI concepts to stakeholders

HEAD OF UX/UI & DIGITAL DESIGN - SIRCH SOLUTIONS

2017 - 2019

Software development team specialising in financial technology, claims management and contact center CRM/CMS. Providing bespoke SaaS solutions such as a full CRM system, Gamification & Staff Engagement Platform and Fintec web and mobile apps for the financial and legal sectors.

I designed products and systems that enabled businesses to automate and streamline much of the backend processes, improving the user journey to the benefit of its customers. www.sirchsolutions.com.

- Assisted the CEO in managing large scale UX/UI projects in an agile environment
- Worked closely with product owners, leading the design of various projects such as GDPR compliance systems and B2C and B2B financial apps
- Created wireframes, interactive prototypes and hi-fidelity visual UI design mockups
- Implemented companywide UX training delivered by external educators (Jellyfish)
- Presented and communicated new UX/UI concepts to stakeholders and leaders
- Participated in client usability studies and testing

- Conducted stakeholder reviews and presentations
- Worked directly with development team to ensure accurate design implementation
- Worked within an agile software development process supporting scrum teams
- Delivered and implemented the company re-brand including all associated print and digital materials
- Was appointed Lead Designer for the business owner's media venture, providing branding, automotive livery and digital design. www.smokehoes.com

SENIOR DIGITAL DESIGNER - WE FIGHT ANY CLAIM (WE PLAN GROUP)

2016 - 2017

We Fight Any Claim was one of the most successful claims management companies in the UK, helping over 170,000 UK customers reclaim over half a billion pounds in compensation for mis-sold financial products.

- Designed and delivered business critical products such as a high conversion website, print-based marketing campaigns and customer rewards & loyalty web portal
- Researched and analysed competitive landscape
- Conducting stakeholder reviews and presentations
- Collaborated with product owners, leading the design of projects such as improved customer communications flow, product landing pages and corporate events
- Video editing of national TV commercial starring John Cleese
- Delivered and implemented the company re-brand including all customer-facing print and digital media including transactional website
- Led and took ownership of all B2B and B2C digital and printed product
- Worked directly with development team to ensure accurate design implementation

CREATIVE DIRECTOR - DEZINES INTERNET SOLUTIONS LIMITED

2010 - 2016

Dezines Internet Solutions Limited are a professional ecommerce development and marketing agency, serving customers across the UK and internationally. Dezines provide secure and fully integrated Platform as a Service (PaaS) ecommerce and marketing portal website developments.

- Was responsible for all creative output, with oversight of the creative team
- Developed a UX/UI Design process that ensured a high-level of success and conversion for each project delivered
- Conducted stakeholder reviews and presentations
- Liaised with potential and existing clients and senior management ensuring delivery of projects on time and on budget
- Collaborated with product owners, leading the design and deployment of ecommerce websites, retail product videos and rebranding of many businesses

CONSUMER BEHAVIOUR ANALYST - A C NIELSEN

1996 - 2003

Nielsen is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. The company marries proprietary Nielsen data with other data sources to help clients around the world understand user behaviour and emerging trends and how to best act upon this knowledge.

- Received and analysed user data to create accurate behaviour reports
- Presented user and consumer trends to senior management and brand leaders such as Nestle UK, Unilever UK, Johnson & Johnson and Mars Ltd
- Contributed artwork and written content for customer facing publication 'Nielsen News'

Education

Masters Degree - User Centered Design by Practice

University Of Wales

2008-2010

BA (Hons) First - Interactive Media

University Of Wales

2005-2008

BTEC Nat. Diploma (Triple Distinction) - Multimedia Design

Coleg Gwent

2003-2005