

CHRIS FIRTH

PRODUCT DESIGNER

Skills

UI/UX design	Style guide creation	Sketch, Adobe CC, Zeplin
User testing & iteration	Responsive web & app design	Axure, Balsamiq
Persona development	Mentoring of designers	HTML5 and CSS3
Design workshop facilitation	Client presentation skills	Prototyping (InVision/Principle)

About

I'm a confident & enthusiastic **Product Designer** who always puts the user front & centre of all design decisions. With **7 years** experience designing apps, responsive websites & web-based tools, I enjoy **creating & testing products** to ensure users find them intuitive, useful and seamless to use.

Time working on **large scale** client-side digital products, & agency-side for **bespoke apps** for clients has given me broad experience in presenting work to internal stakeholders & external clients. I've worked in sectors such as **eCommerce, hospitality, sports, media, and publishing**. This variety of experience has given me a breadth of knowledge in designing for a huge range of users.

My preferred process of pattern-library driven product design has helped me work efficiently within **agile development teams**, building prototypes rapidly and testing them early, and my practical **UX & CSS** experience enables me to collaborate effectively with the various teams throughout the product development process.

Experience

Contract Senior Product Designer - Ticketmaster - Oct 2016 - present

Responsive redesign of legacy box office ticketing platform. Worked closely with developers to ensure designs were technically viable. Involved in user testing sessions in order to validate design decisions & amended designs based on that user feedback.

My Account responsive redesign. UX Designer for the 'My Account' section of sports ticketing product. Produced Axure prototypes for stakeholder feedback. Worked alongside Visual Designer on finished UI deliverables.

Senior UI Designer - iRiS Apps - Oct 2015 - Oct 2016

Mentored two midweight designers & defined processes for the design team to work within agile scrum teams. Worked on a mixture of native & hybrid mobile & tablet apps for a range of luxury hotel brands.

- Hotel Brand App - Lead UI Designer - iOS app that provides hotel room booking, hotel discovery and in-stay services. Presented weekly to key client throughout the design process.
- Waldorf Astoria mobile/tablet app - Lead UI Designer - design for TV Guide, room controls, softphone, room service ordering all from your mobile or tablet. Presented weekly to client.
- CitizenM - in-room tablet app: iPad app that controls the entire room experience. Created initial concepts before handing off to another designer where I provided guidance & regular design critique.

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- Order flow redesign: Lead UI Designer - aligned the food ordering process across the various iRiS apps. Facilitated user testing sessions alongside other designers. Designed the flow on the flagship iRiS app & then advised and reviewed other UI Designers on implementation of the new flow on the other iRiS apps.

Senior Digital Designer - Sports & Resale - Ticketmaster - January 2014 - October 2015

Accountable for 3 of the responsive Ticketmaster sports and resale ticketing products. Regular usability testing in the user testing lab and then iterating on the UI based on the findings.

- Rugby World Cup 2015: Ticketing site design for the 4 phases of RWC ticket sales.
- tmPrime: Responsive white-label ticketing application, to be used by multiple Premier League football clubs. Defined UI style guide & pattern library.
- Get Me In: Responsive redesign of the ticket selection page. Designed mobile-friendly interactive seat map for intuitive selection of tickets on mobile/tablet/desktop devices.

Digital Designer - talkSPORT & Sport Magazine - March 2012 - November 2013

- talkSPORT.com responsive redesign. Competitor research, wireframes, presented to stakeholders, full UI design, and coded the the responsive front end.
- UX/UI for the talkSPORT iPhone app.
- Design and code of the HTML email newsletter template.
- Produced the weekly HTML5 iPad edition of Sport Magazine.

Online Designer - Dennis Publishing - August 2010 - March 2012

Designed and coded microsites, HTML emails, and Flash ads for 20+ Dennis titles, such as The Week, Men's Fitness, Maxim & Auto Express.

Qualifications

- BA(Hons) Graphic Design (1st Class) - 2007 - 2010 - University of the Creative Arts, Epsom.
- ABC Diploma in Foundation Studies (Art and Design) - 2005-2006 - University of Portsmouth.