CRAIG ROBERTSON

Product Designer, Edinburgh UK

CONTACT DETAILS

Phone
07941 012 487

Email
craig.robertson@gmail.com

LinkedIn
linkedin.com/in/craigrobertson79

Portfolio
craigrobertson.rocks

CORE SKILLS

Visual Design

Design Thinking

Wireframing & Mock ups

Rapid Prototyping

Design Research

Usability Testing

Stakeholder Management

HTML, CSS & JavaScript

Agile Methodologies

TOOLS

Figma & Sketch

InVision & Miro

Zeplin

Adobe Creative

JIRA & Confluence

Hotjar & Amplitude

PROFILE

Experienced and passionate Product Designer with 10+ years expertise in UX/UI design with a proven track record of leading design projects from concept to launch.

I am skilled in using design and prototyping tools such as Figma, Sketch, and Adobe Creative Cloud. I am also proficient in front-end development languages such as HTML, CSS, and JavaScript, allowing me to work effectively with development teams.

EMPLOYMENT HISTORY

Senior Product Designer, Wipro Digital (buildit)
August 2021 - July 2024

I was assigned to the London Stock Exchange (LSEG) account as a Senior Product Designer to lead one of their design tribes. I worked very closely with the tribe product owner as part of a large cross-functional agile team that included service designers, visual designers and developers. My primary responsibility was to increase customer engagement to the digital help and support hub of their flagship financial software platform.

I led the design on several initiatives, including a brand new video-on-demand service, personalised content based on customer activity and an advanced search help content system, all of which resulted in increased user engagement which we validated using data analysis.

Another project I worked on was migrating their customer base from their old discontinued application over to their new software platform. I designed a workflow that enabled their customers to self-manage their own migration, which decreased the workload for their Client Relation Managers, who were overwhelmed with support calls from customers requiring assistance.

Senior Product Designer, Scotform Solutions   March 2020 - July 2021

As part of a small agile team, I was asked to lead the design on a project to upgrade the company's dynamic **form building software application**. Using analytic data to track how customers were using it, I identified pain points and designed solutions to address them. My work also included extensive user research and stakeholder management. In order to maintain consistency across all their platforms, I also rebranded their customer-facing website, to provide an up to date and modern look whilst providing concise product information to allow an informed choice prior to sign up. I also contributed to the implementation of agile best practices such as sprint planning, weekly sprint reviews, and retrospectives.

Creative Tech, Lloyds Banking Group   August 2016 - February 2020

I was a member of the Blackhorse Finance design, where I collaborated in a large cross-functional agile team to improve the enterprise software applications used by Black Horse and Lex Autolease affiliated car dealerships.

My key responsibilities included user research, contributing and validating ideas and user flows based on our customer's needs, and creating functioning prototypes to ensure that these ideas and views were being clearly communicated to and understood by the offshore development teams. Due to the sensitivity of the consumer data involved, I was continuously communicating with the risk team to verify that no breaches occurred.

I led the team's usability testing which involved visiting client offices to run on-site test labs with end users to gather feedback and insights, which I fed back to the wider team to inform future iterations ensuring that the customer's feedback and insights were at the forefront.

UX Designer, Radical Travel Group   January 2016 - June 2016

I was assigned the responsibility of improving their **bespoke travel booking system**. I was part of a small agile team and worked closely with the product owner and developers to create concepts and ideas to address customer needs. All enhancements were based on actual customer feedback. I created wireframes, contributed to the visual design of their online digital applications and led on the mobile responsive templates.

UX Designer, Findlay Irvine   July 2015 - December 2015

I was tasked with designing an interface for a digital application that would be used by road gritters throughout the winter season. This involved interviewing the drivers to gain insights on how the application would be used out in the field. During this project, I led the UI design and collaborated closely with the developers to guarantee consistency throughout the development of the application from it's inception right through to it's eventual live release.

Senior Front-End Web Developer, Brewin Dolphin   September 2001 - June 2015

I worked in a large cross-functional team to implement digital solutions for their customer facing corporate websites and share dealing execution-only software. I led both the design and development of micro-sites for the company's share dealing platform used by partner financial companies. This required collaborating with external stakeholders, understanding their requirements, and delivering tailored solutions that met their customer's needs.