

CRAIG ROBERTSON

Product Designer, Edinburgh UK



CONTACT DETAILS

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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

I am an experienced and passionate Product Designer with over 20 years of experience working across numerous industries on a wide range of projects targeted at generating excellent customer experiences using design-thinking techniques.

I am an expert in using design and prototyping software such as Figma, Sketch, and Adobe Creative Cloud. I am also proficient in front-end development languages such as HTML, CSS, and JavaScript, which allows me to collaborate seamlessly with development teams.

EMPLOYMENT HISTORY

Product Designer, BuildIt/Wipro

August 2021 - Present

I was assigned to the London Stock Exchange (LSEG) account as a Senior Product Designer. I worked in a large cross-functional agile team that included product owners, 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 greater user engagement which we validated using data analysis.

Another large scale project I worked on during my time at LSEG 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, decreasing the workload for their Client Relation Managers, who were overwhelmed with support calls from customers requiring assistance.

Product Designer, Scotform Solutions

March 2020 - July 2021

Throughout this contract, I worked to improve and modernise the company's dynamic form building software application. Using analytic data to track how customers used it, I identified pain points and provided solutions to address them. 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. My work also included extensive competitor analysis, looking at the offerings of other similar applications. 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 an agile team that included product owners, UX designers and Service designers to improve the enterprise software application used by Blackhorse affiliated car dealerships.

My key responsibilities included user research, contributing and validating ideas and user flows based on our customer's needs, as well as creating functioning prototypes to ensure that these ideas and views were being clearly communicated to and understood by the offshore development teams.

I was the team's lead for carrying out 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 Consultant, Radical Travel

January 2016 - June 2016

I was assigned the responsibility of improving their bespoke travel booking system. I worked in an agile team alongside product owners 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 the online web application and led on the mobile responsive templates to be used throughout the main web application.

UX Designer, Findlay Irvine

July 2015 - December 2015

I was tasked with designing an interface for a web 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 its inception right through to its eventual live release.

Senior Front-End Web Developer, Brewin Dolphin

September 2001 - June 2015

I worked in a large cross-functional team to implement web 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 needs.