

# Chris Bratt

## Product Design Lead

bratt.co

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## Experience

### The LEGO Group

Senior Digital Product Designer

June 2022 - Present

- ✓ Leading design of search and browsing products on LEGO.com
- ✓ Designed a mobile-first product image gallery, increasing engagement by 15% and conversion rates by 5%
- ✓ Led a cross-squad initiative to improve promotions awareness and understanding leading to 6% uplift on conversion

### giffgaff

Product Design Lead (Manager)

June 2018 - May 2022

- ✓ Hired and managed a team of 4 Product Designers and helped establish team purpose and strategy
- ✓ Optimised phone browsing and filtering to improve conversion rates by 5% and attachment rates by 12%
- ✓ Collaborated on a refurbished phones campaign to improve awareness and SEO, leading to a 30% increase in traffic
- ✓ Improved promotional offers visibility, leading to the most successful Black Friday campaign with a 10% sales increase
- ✓ Contributed to the creation and implementation of a Design System

### John Lewis

Senior UI/UX Designer

June 2017 - June 2018

- ✓ Helped deliver the rebrand and redesign of johnlewis.com, leading design of features including Wish List and Order Tracker
- ✓ A responsive redesign of Wish List leading to a 25% increase in items being added and a 3.5% increase on conversion
- ✓ Played a key role in creating a UI pattern library for use across all digital platforms including iOS and Android apps

### graze.com

UI/UX Designer

June 2013 - June 2017

- ✓ Led design of the eCommerce platform and complete redesign of the subscription service for a cohesive user experience
- ✓ Led design of 'Pistachio', the graze.com Design System and built an HTML responsive email framework

### Maglabs Digital

Web Designer

October 2010 - May 2013

- ✓ Led design of a global digital asset management platform for the entertainment industry with clients including BAFTA
- ✓ Design and front-end development for clients including Manchester United, Universal Studios and Kraft Heinz

### Club La Costa

Web Designer

January 2008 - February 2010

- ✓ Designed and developed company websites and mini-sites, ensuring brand consistency and user-friendly interfaces
- ✓ Created digital marketing assets including emails and banners

## About Me

A versatile Product Design Lead with over 15 years experience crafting digital products, I have a unique blend of front-end coding skills and UX expertise.

Highly proficient in the end-to-end design process, I encompass all the skills of a true Product Designer. My process always begins by having a deep understanding of the problem and opportunity, to create solutions that are data informed, user focussed and brand aligned.

Guided by principles of quality and simplicity, together with a lean approach, I consistently deliver value for both users and businesses. I understand the power of effective stakeholder management, including at leadership level, and use influence to foster consensus and achieve common goals.

## Key Skills

<b>Figma</b>	Expert level, proficient in using variables, component libraries, auto-layout, interactive components, and design system management
<b>UI Design</b>	Deep understanding of visual design principles, typography, colour theory, and user interface patterns, creating intuitive and visually appealing UI
<b>UX Design</b>	Vast experience in user-centred design, including research, journey mapping, wireframing, prototyping, and usability testing
<b>Prototyping</b>	Skilled in creating prototypes ranging from rapid to high-fidelity to test and demonstrate design ideas, with the ability to build dynamic coded prototypes
<b>Design Systems</b>	Knowledge of Atomic Design methodology and expertise in creating and maintaining design systems for consistency across products

## Education

### **BA/BSc Interactive Media Design**

University of Portsmouth

### **Leading High Performance Teams**

Gallup

### **UI Principles Every Designer Must Know**

Nielsen Norman Group