

Chris Clegg

Service Experience Designer & Director

For over 20 years I have worked as a designer and director using Service Design and Design Research methodologies to help organisations deliver compelling, people centred services and products.

Guiding the creative vision, I help project teams of service designers and UX designers to implement methodologies that unearth insights into customer needs and help understand the bigger picture to define the business opportunities.

I help drive projects forward swiftly to relevant digital touch-points that enable better ecosystems and platforms that deliver improved customer experiences and bottom line impact for global companies and start-ups.

Work history

The Unit

CX Lead 2017 to present

Prospect

Experience Director 2006 to 2017

Moving Brands

Art Director 2005 to 2006

Poke

Art Director 2004

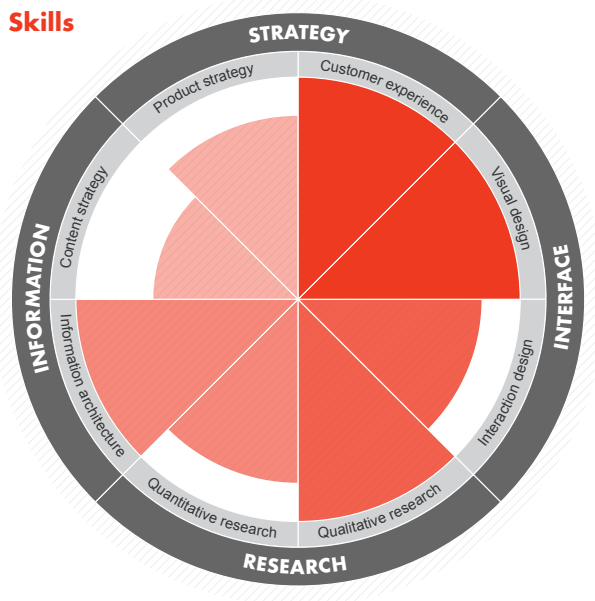
Plugg Ltd

Founder / Director 2003 to 2004

Oyster (DigitasLBI)

Senior Designer 1997 to 2003

Skills



Education

University for the Creative Arts, Epsom

Higher National Diploma, Graphic Design
1992 - 1994

Awards

DBA Design Effectiveness Bronze award for Dimension Data

Condé Nast award for Silverjet

TravelMole and Travolution awards for BMI Airways

Bafta for the V&A British Galleries

Sector experience

Travel & transport

Abercrombie & Kent
BMI Airlines
Eurostar
Europcar
Western Oriental
Mandarin Oriental
Silverjet

Finance & Fintech

Insight Investment
Dimension Data
GSK
Capita
CISCO
IFRS

Retail

Tesco
Mitchells & Butlers
SAB Miller
Home Retail Group
Canon
Intercontinental Hotels

Telecoms

Vodafone
Nokia Siemens Networks
Nokia
Orange
BT

Other

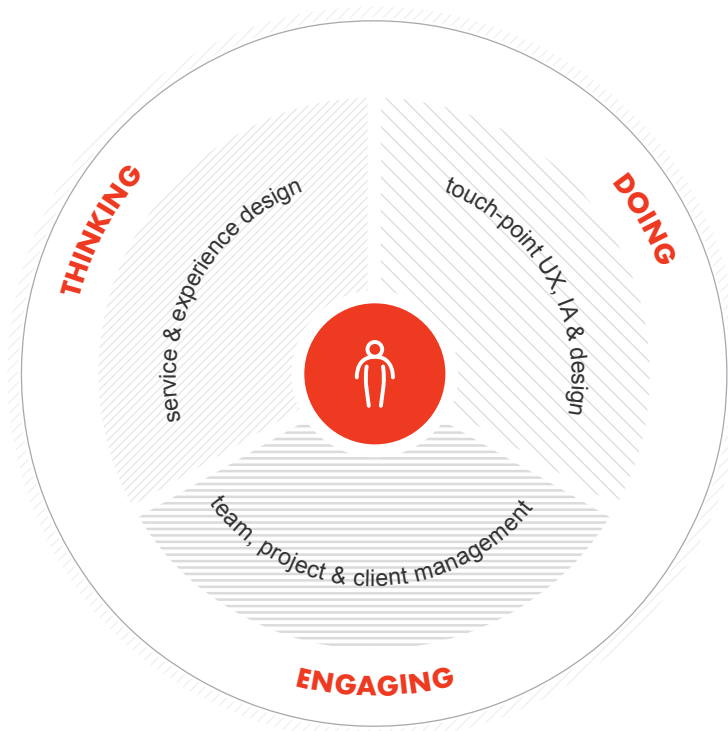
Nature Springer
Rio Tinto
BBC
Merton Council
CHAS
V&A

I help solve business challenges through a channel shift to digital and help designers concept and craft elegant user interfaces.

Capabilities

Defining the service vision & digital strategy

stakeholder interviews
shadowing & observation
customer journeys
proposition scenarios
vision story
roadmap
...



Defining the digital ecosystem & delivery channels

user interviews & testing
use cases
personas
card sorting
template map & user flows
sitemap & wireframes
concept iteration
prototype
user testing
guidelines
...

Directing

mentoring, supporting, guiding, QA
...

Responsibilities

Project

- / Focus on unmet customer needs & deep understanding of their desires
- / Establish business metrics and goals
- / Evaluate market drivers and trends
- / Define technology possibilities
- / Measure and evaluate the entire service performance
- / Translate pain points into opportunities to innovate and delight customers
- / Rapid prototype the experience vision
- / Prove & validate ideas and technology before launch.
- / Test, iterate and test again
- / Validate investment. Prioritise ideas to make the most of limited time and resources i.e. Roadmap, Business case etc
- / Identify the Minimal Viable Product to help get to market quickly. Measure and evolve

Role

- / Overseeing all deliverables for creative, research, strategy, interaction design, brand design, creative content and technology
- / Transforming strategic analysis into powerful concepts, meeting business, technology and brand needs
- / Maintaining quality and helping mentor the design team
- / Hiring, mentoring, supervising and guiding creative team members to fulfill their full potential
- / Leading new business activities to win new engagements and extend existing client relationships
- / Up-sell and cross sell new opportunities that build long term and profitable client relationships
- / Supporting Client Services in managing; planning, clients, partners and project managers
- / Delivering best in class project deliverables on time and on budget
- / Enhancing, improving, and expanding methodologies and service offerings
- / Educating the studio about the value of integrated design thinking as it applies to all disciplines
- / Managing, mentoring and developing team members and setting development objectives
- / Supporting the development of the studio's culture and quality standards