

MARC HUMPHRIES

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Key skills

- Creative thinking and problem solving to deliver user centric product design
 - Collaboration with different departments and stakeholders especially in an agile environment
 - Understanding complex customer needs and balancing them with businesses objectives
 - Interpreting analytical data to identify key areas for development
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Employment background

Business name: Shell Energy

From: March 2022 to Present

Job role: Lead UX Designer

Key responsibilities: As Lead UX Designer at Shell Energy I am setting the standard for product design across the business. Ensuring as a business we provide the best experience we can for our customers. During this time the energy market has been particularly challenging which has brought some unique challenges to overcome.

I also led the product design for the Telco side of the business developing a number of enhancements to the journey. From improvements to information architecture, navigation and content hierarchy through to functional in journey improvements that improved conversion, customer satisfaction and overall user effort. In addition to this stream of continuous improvement work, I design the user experience for a large scale, industry-wide project driven by government and regulators called One Touch Switching. This was a hugely complicated piece that would allow users to switch provider effortlessly and with greater transparency.

More recently, as we have grown the team, I have stepped back from being embedded in multiple journey teams. This has allowed me to shift my focus, including establishing and running regular design clinics for the wider UX team to provide individual coaching and mentoring at every step of the design process. I've really enjoyed helping others develop their talents and work towards achieving their career aspirations.

Business name: Virgin Money

From: October 2021 to March 2022

Job role: Senior Digital Designer

Key responsibilities: Working in the mortgages scrum team my challenge is to support Virgin Money's overarching objective of being a digital first bank. Developing the core customer journeys to help users navigate their way through a complex product where they might be joining at very different stages in their mortgages journey. From first time buyers to remortgage customers, each with potentially very different needs, experience and expectations. This is achieved by collaborating with product owners, user researchers and development teams to produce designs and functional prototypes which demonstrate to key business stakeholders how we've combined their requirements with the analytical and research data to deliver journeys that will provide the best experience possible to our customers.

Business name: Virgin Money Giving

From: June 2016 - September 2021

Job role: Senior UX Designer

Key responsibilities: My role at Virgin Money Giving has involved a significant and large scale modernisation of all aspects of the platform. From the redesign of core customer journeys such as fundraising page creation and charity registration to developing new product lines including a corporate fundraising solution. I also worked closely with a number of large charities (Macmillan and Cure Leukaemia) and event partners (including the London Marathon) to design and deliver bespoke journeys and integrations that met their specific needs. While this was initially a manual process it was very successful at demonstrating the capability, allowing us to capture good insights for a more self-service offering and generating more business.

My role initially involved a wide range of business activities and deliverables including product design, marketing campaigns and technical development. As the digital team expanded I was able to focus my role while providing support and mentoring the newer members of the team, sharing my knowledge, expertise and experience to help get them up to speed quickly with our digital vision and continue to deliver a high standard product.

Working collaboratively with the Product Manager I helped to define and develop new products and enhancements. A key part of which required me to deliver this vision to stakeholders across the business, work with the delivery teams and other business departments to ensure we captured the requirements, work through any potential technical constraints or challenges and gave everyone a sense of ownership of the changes and features we were developing.

Business name: Virgin Money

From: July 2013 to June 2016

Job role: Digital Brand Manager

Key responsibilities: From my previous role as E-Commerce Manager I moved over to work as part of the Virgin Money in-house design Studio to establish a digital design capability within Virgin Money. During this time I was responsible for developing the new Virgin Money brand across the digital estate following the acquisition of Northern Rock. This project was a great opportunity to work alongside colleagues and stakeholders from all areas of both Virgin Money and Northern Rock businesses to understand the diverse businesses requirements for each product line and customer group.

Business name: Virgin Money

From: September 2011 to July 2013

Job role: E-commerce Manager

Key responsibilities: As E-commerce Manager my primary responsibilities included making content updates to the Virgin Money website. Building out new content for product launches, updating existing products inline with business needs and demands, and, working within the constraints of the content management system, evolving the layout and design of pages to maximise sales.

Business name: Marc Humphries Ltd

From: July 2010 to September 2011

Job role: Freelance Designer / Developer

Key responsibilities: During my time freelancing, I designed and developed a number of websites for clients all the way through from creating the brand identity to building a content manageable websites, using backend systems such as SilverStripe, and including online e-commerce capability.

Business name: Virgin Unite

From: September 2005 to July 2010

Job role: Website and Communication Manager

Key responsibilities: To manage the creative design of both the print and online presence of the brand including www.virginunite.com. Virgin Unite's charitable status allowed me to remain hands on with much of the design work, as well as managing both internal teams and external agencies.

The communications team was always extremely busy being involved in virtually all of the organisations projects which required servicing a wide range of clients. These audiences range from high level entrepreneurs and business leaders to internal communications for Virgin staff.

While Virgin unite sits at the heart of the Virgin Group it is not a given that any of the Virgin Operating Companies would choose us over another charitable service provider. It has therefore been essential for Virgin unite and the communications team to manage our relationships as if they were external clients.

Business name: Virgin Money

From: August 2002 to September 2005

Job role: Graphic Designer

Key responsibilities: Working as part of an in-house design team we were responsible for the design and production of much of the businesses marketing collateral. this ranged from pension brochures to press ads, from annual reports to direct marketing. During the time I worked at Virgin Money the strength of the design team meant that more of the company's above the line activity was being brought in-house.

Educational background

University: Buckinghamshire Chilterns University College

Qualification level: BA

Subject: Graphic Design and Advertising

Technical skills and design tools

Analytics and research: Interviews, competitor analysis, UX workshops, multivariate testing, website analytics and data analysis.

Design process: Sketching, wire-framing, prototyping, UI design, typography, interaction design, UX copywriting, design standards, site mapping, responsive design, accessibility, design system.

Testing and user research: Survey writing, scenario writing, remote user testing, moderated and unmoderated user tests.

People: Leadership and mentoring.

Key tools: Google Analytics, Adobe Analytics, FullStory, Adobe Creative Suite, Figma, Adobe XD, Sketch, InVision, Overflow, Marvel, Miro, GetFeedback, Testing time, UserZoom.

Development: HTML, CSS, JavaScript.