

MARC HUMPHRIES

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Experienced design leader helping organisations build better products at scale through human-centred design, AI, data and modern operating models.

Over 20 years' experience across enterprise technology, energy, financial services and charitable giving, evolving from hands-on design into design leadership. I combine human-centred design, systems thinking, AI and data to help organisations build the teams, capabilities and operating models needed to deliver better products and customer outcomes.

Design Leadership · Product Strategy · UX Strategy · Design Operating Models · Design Operations · Design Systems · Cross-functional Leadership · Team Leadership & Coaching · Research & Analytics

Employment

March 2024 to Present

Lead UX Designer - Kraken Technologies

Leading the evolution of UX across Kraken's B2B SaaS platform, shifting design from a delivery-focused function towards a strategic capability embedded across Product and Engineering.

- **Defining the UX strategy and operating model**, evolving how UX partners with Product and Engineering to create a more scalable approach to product development.
- **Shifting UX towards end-to-end journeys and customer needs**, helping teams think beyond individual products and features towards more holistic experiences.
- **Scaling design capability beyond the UX team** through Design Ops, design systems, tooling and clear guardrails that enable Product and Engineering to contribute effectively.
- **Shaping the adoption of AI across product development**, exploring how AI-enabled ways of working can improve collaboration, accelerate experimentation and increase the impact of UX without compromising design quality.
- **Building the foundations for evidence-led design**, embedding research, behavioural analytics and shared customer understanding into product decision-making.
- **Leading and developing the UX team**, establishing clearer standards, ways of working and career development while increasing UX's strategic influence across the organisation.

March 2022 to March 2024

Lead UX Designer - Shell Energy

Led the growth and maturity of UX across Shell Energy, establishing design standards, developing the team and helping embed user-centred design into product delivery.

- **Established UX standards and ways of working across the organisation.**
- **Grew and mentored the UX team**, introducing design clinics and coaching to support capability development.
- **Partnered with Product and Engineering teams** to improve collaboration and strengthen UX throughout delivery.
- **Led the design of complex customer journeys**, balancing customer needs, commercial objectives and regulatory requirements.
- **Delivered key strategic initiatives**, including One Touch Switching and new telecommunications product capabilities, without compromising customer experience.

October 2021 to March 2022

Senior Digital Designer - Virgin Money

Working in the mortgages scrum team, I took ownership of the mortgages sales journeys, brochureware, and online tooling.

- **Improved information architecture and content hierarchy** through data-led design to better support the different user personas, at varying stages of their mortgage buying journey.
- **Optimised conversion rates** from initial interest through the core stages of the mortgage buying process to starting a application.

June 2016 - September 2021

Senior UX Designer - Virgin Money Giving

- **Helped transform a technology-led product** into a more customer-centred experience by introducing analytics, research and user-centred design practices.
- **Redesigned the core customer journeys** (charity registration, fundraising page creation and online donation) to maximise conversion and improve CSAT.
- **Established a white label capability** to support the needs of larger charities (Macmillan, Cure Leukaemia) and event partners (London Marathon).
- **Expanded the digital team**, growing from one to three UX Designers.

July 2013 to June 2016

E-commerce Manager, Digital Brand Manager - Virgin Money

Implemented the new Virgin Money brand and established a new design system following acquisition and merger with Northern Rock.

Creating more user engagement to maximise conversion by challenging and pushing the limits of the content management system.

July 2010 to September 2011

Freelance

Designing and developing e-commerce websites for a diverse range of clients. From creating the brand identity to building content-manageable websites.

September 2005 to July 2010

Website and Communications Manager - Virgin Unite

Understanding the needs and requirements of all group companies to build a platform that would be able to manage their business and individual charitable giving needs.

August 2002 to September 2005

Graphic Designer - Virgin Money

Design of much of the business below the line marketing collateral, press, ads, brochures, and annual reports.

Education

University: Buckinghamshire Chilterns University College

Qualification: BA Graphic Design and Advertising