

MARC HUMPHRIES

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With over two decades of experience in digital design and UX, I'm highly skilled at delivering best-in-class user experiences for businesses and their users.

User-centricity is at the heart of my design philosophy, utilising robust quantitative and qualitative data to define clear design direction and establish a shared vision that serves as both a benchmark and North Star for teams to aim for.

My passion for UX helps me stay ahead of the ever-evolving design and technology landscape. This continually reshapes user expectations and demands flexibility in the tools, technology, and support that product and engineering teams need to scale and grow without compromising on quality.

Employment

March 2024 to Present

Lead UX Designer - Kraken Technologies

- **Establishing a new team** in a fast-growing area of the business, setting the strategic direction and standard for UX.
- **Embedding design processes** that support the cross-functional product and engineering teams to bring UX seamlessly into their workflows.
- **Implementing data-led design** with the introduction of core analytics tools. Giving us the ability to make decisions based on current user behaviours, track the impact of changes and maximise the effectiveness of our efforts.
- **Mentoring and coaching** designers to develop their skills and progress in their career path.

March 2022 to March 2024

Lead UX Designer - Shell Energy

- **Established design process and standards for UX** across the business.
- **Designed flexible product configuration tools** into the telco sales journey, supporting new product lines and up-sell opportunities.
- **Improved information architecture and content hierarchy** to provide a more intuitive experience in the customer account.
- **Implementation of One Touch Switching**, a complex regulatory initiative, without increased user friction or negative impact on conversion rates.
- **Growing the team from four to seven**, shifting my focus to leadership, establishing design clinics and providing individual coaching and mentoring.

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

- **Transformed a tech-led team and product to become user-focused**, through implementation of analytics, user research practices and development of user personas.
- **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

Digital Brand Manager - Virgin Money

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

September 2011 to July 2016

E-commerce Manager - Virgin Money

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 level: BA

Subject: Graphic Design and Advertising