

SIMON FORD

Product Design Lead - London - Available now

Over 20 years experience, solving complex UX issues and creating detailed, customer-centric experiences for global companies and professional services.

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EXPERIENCE

Freelance Designer - Various clients

February 2024 - Present

Freelance work in healthcare and leisure sectors.

Lead Product Designer - 6point6

August 2023 - February 2024 (Contract)

Consultant for a workplace pension provider. Engagement needed with members to raise awareness, reduce the number of members opting out, and increase revenue through consolidation and ultimately increase competitive edge.

- Design a comprehensive browser-based pension consolidation tool that would address both user needs and business goals.
- Led the end-to-end design process, to meet the specific needs of the target users. Managed extensive stakeholder engagement throughout the project
- Successfully delivered a powerful and engaging tool that empowered users with their pension management. This tool was deemed not only to improve user satisfaction but also to reposition the pension provider ahead of its competitors by offering a distinctive, user-centred solution

Lead UX/UI Designer - RDT

April 2020 - August 2023 (Contract)

Insurance enterprise software solutions provider. Browser based complex UX. The company's claims system was outdated, failing to customer needs and impacting the company's position in the market.

- Design a user centred claims system to reposition the product and the company as the market leader in insurance technology.
- Led a user-centred design process, including workshops and lean frameworks. Conducted both qualitative and quantitative research to understand user needs, iterated on designs based on phased testing.
- Successfully re-positioned the product, increasing user satisfaction by 80% and helping the company regain interest from prospective new customers. The redesigned system was considered to improve the efficiency of processing claims by 25%.

Senior UX Designer - HSBC

November 2017 - April 2020 (Contract)

HSBC's global personal banking app and online banking platform faced significant user challenges with its slow log-on journeys and complicated recovery processes. User dissatisfaction was high.

- Lead the redesign of the log-on and account recovery journeys for global markets (iOS, Android and browser).
- Developed and iterated prototypes based on research, streamlining authentication and enhancing user flow.
- Achieved a significant reduction in log-on times and streamlined recovery processes, leading to improved user satisfaction and reduction in calls to call centre.

Senior UX/UI Designer - Barclays

May 2016 - November 2017 (Contract)

Design an enhanced internal colleague space (iOS, Android & browser) to improve user experience and create a unified communications platform, consolidating internal tools and driving productivity.

- Designed CMS templates and guides for colleagues to manage content.
- Incorporated communication tools and responsive design to ensure seamless access and usability across various devices, enabling global colleagues to connect and collaborate
- Successfully delivered a more engaging internal colleague space with user-friendly CMS pages, resulting in better content, increased colleague satisfaction, and improved communication.

Senior Visual Designer – UK Home Office (Transform)

February 2016 - April 2016 (Contract)

Develop the visual style for the UK immigration platform, ensuring alignment with Government Digital Service (GDS) standards.

- Created a cohesive visual style adhering to GDS guidelines, focusing on accessibility and usability.
- Delivered a user-friendly platform with improved design consistency, fully compliant with GDS standards.

Senior UX/UI Designer - Barclays

May 2014 - January 2016 (Contract)

Create an ultimate colleague space, boosting engagement with seamless tool integration across devices.

- Designed a responsive intranet and mobile app with a unified experience, integrating tools seamlessly across all devices.
- Award winning solution with increased colleague engagement and delivered a scalable, device-agnostic platform for future development.

UX Designer - Avantia

April 2014 - May 2014 (Contract)

Evaluate and streamlined the customer journey for a complex insurance quote and buy process.

- Simplified the user flow, reducing the time required to obtain a quote.
- Enhanced feedback mechanisms, providing clearer progress indicators throughout the journey.
- Reduced the time taken to receive the quote, with a faster process, leading to higher conversion rates.

UI Designer – Hogarth Worldwide

December 2013 - March 2014 (Contract)

Design a new social and location based native app for a large multinational using the Foursquare API for a large multinational.

- Developed intuitive user flows and visual designs promoting location-based recommendations.
- Delivered an engaging app experience.

UX/UI Designer – Financial Conduct Authority

September 2003 - May 2013

Led the design of internal and external sites and applications to enhance customer and colleague engagement.

- Designed multiple sites, improving user experience and interaction.
- Empowered and educated internal content creators through tailored training and workshops.

SKILLS

- Figma
 - Sketch
 - Adobe Creative Suite
 - Miro
 - Invision
 - Zeplin
 - Wire framing
 - Prototyping
 - Sketching
 - Information architecture
 - User research
 - User testing
 - Stakeholder management
 - Agile
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EDUCATION

Product Design BSc Hons – Brunel University
September 1996 - May 2001

REFERENCES ON REQUEST

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