CRAIG ROBERTSON

Product Designer

CONTACT DETAILS

Location
Edinburgh, UK

Phone
07941 012 487

Email
craig.robertson@gmail.com

LinkedIn
www.linkedin.com/in/
craigrobertson79

Nationality
British

MAIN SKILLS

Sketch & Figma

Design Thinking

Wireframing

Prototyping

Research & Analysis

Usability Testing

HTML5

CSS & SASS

JavaScript Frameworks

JIRA & Confluence

PROFILE

I am an experienced and passionate Product Designer and have spent the last 20 years working across multiple industries collaborating on a variety of projects aimed at creating exceptional customer experiences using design-thinking methodologies.

I am highly skilled in using design and prototyping tools such as Figma, Sketch and Adobe Creative Suite. I am also experienced in using front-end development languages such as HTML, CSS, and JavaScript, which has been an asset in my collaborations with development teams.

Over the past two years I worked in the design team at London Stock Exchange (LSEG). During this time I worked in the digital help and support squad where my main responsibilities were to increase customer engagement with their industry leading flagship software.

EMPLOYMENT HISTORY

Creative Tech, BuildIt, Wipro
August 2021 - Present

- Assigned to the LSEG account as a Senior Product Designer. Tasked with improving the user migration journey of their financial data software platform.

- Built relationships with key stakeholders and worked closely with off-shore developers to ensure the successful implementation of design enhancements.

- Successfully delivered a variety of user improvements to their flagship software platform including a brand new video integration concept, improved navigation and personalised user content.

- Provided guidance and support to junior members of the design team.

Senior Product Designer, Scotform Solutions   March 2020 - July 2021

- Designed new branding for customer facing website and flagship form building software.
- Gathered user feedback and implemented feature requests to enhance the user interface of the Formwize web app, ultimately improving customer engagement.
- Utilised React JS components to develop a prototype of the existing web app as part of a broader upgrade initiative.
- Conducted weekly show and tell sessions with senior stakeholders to showcase progress and gather feedback on the project.

Creative Tech, Lloyds Banking Group   August 2016 - February 2020

- Developed stand-alone prototypes from Sketch mockups for various projects using AngularJS. This involved converting design mockups into functional prototypes that were responsive across different devices.
- Implemented and managed the team's internal IBM Cloud platform to host prototypes. This allowed for easy sharing of prototypes with stakeholders and third parties, enabling them to provide feedback and review the progress of the project.
- Conducted usability test labs to gather feedback and insights on the prototypes. This involved observing users interacting with the prototypes and collecting their feedback. The outcomes were then presented to stakeholders and scrum teams to inform further iterations.

Creative Tech, Radical Travel   January 2016 - June 2016

- Worked in a cross-functional team to upgrade the travel booking system to use the latest AngularJS framework.
- Set up the front-end architecture and introduced task automation for the various development and production environments.
- Developed mobile responsive templates to be used throughout the main app and provided UX expertise.

UX Designer, Findlay Irvine   July 2015 - December 2015

- Designed UI designs as part of a large scale project to revamp an ageing web application.
- Worked closely with developers to help integrate UX designs with their ASP.Net MVC web apps, ensuring that the designs were accurately translated into the final application.
- Conducted usability testing sessions with end-users to gather feedback and identify areas for improvement in the user experience.

Senior Front-End Web Developer, Brewin Dolphin   September 2001 - June 2015

- Worked in a large cross-functional team to implement web solutions for the customer facing corporate website and share dealing execution-only software.
- Designed the execution-only branch website. This design was well-received and implemented successfully, leading to improved user engagement and conversion rates.
- Took the lead in both the design and development of micro-sites for the share dealing platform used by partner financial companies. This required collaborating with external stakeholders, understanding their requirements, and delivering tailored solutions that met their needs.