

Craig Melbourne

User Experience Design leader and practitioner with over 20 years experience of delivering customer centric experiences for ecommerce, media and public sector organisations.

As a design leader I aspire to create impact at scale by leveraging my experience in:

- **Experience strategy** - collaborating with business leaders to define product strategy and running discovery and solution exploration on key initiatives.
- **Design operations** - working with design org to level-up on processes and practises behind running an effective design practice (org structure, hiring, tools, methodologies etc...)
- **People development** - coaching designers (and some non-designers) on methodologies and helping them create development plans for professional growth.

Career history

Freelance UX consultant: Jan 2022 - present day

World of Books: Sep 2022 - present day

- Leading Product Design across a range of optimisation and strategic projects
- Helping establish Product Design as a practice within the organisation

Ada health: Feb 2022 - July 2022

- Lead UX activities (discovery and delivery) on the development of a B2B SaaS portal

Hotels.com/Expedia Group: Jan 15 - Dec 21

Principal, Experience Strategy and Design July 2019 - Dec 21

Leading UX activities to guide strategic initiatives. Key projects:

- **Post Covid-19 Experience Strategy:** Collaborating with the Business Strategy team to understand the changes in consumer demand and behaviours due to Covid-19 then working with cross functional product teams on developing new features to address those changes.
- **Personalised hotel search experience:** Partnering with Data Science and Technical Architecture teams to create a vision for, and capabilities needed to deliver on, a highly personalised AI/ML driven hotel search experience.

Director, Product Design and User Research: Mar 2016 - Jun 2019

Senior UX Manager: Jan 2015 - Mar 2016

Reporting into the head of product I led the [Hotels.com](https://www.hotels.com) design organisation where I was primarily responsible for team operations and shaping product strategy. Key achievements included:

- Led the hiring of a culturally and cognitively diverse team growing the team from 5 to 25
- Evolved the design org model (including bringing in a management layer) to adapt to the growth of design and broader product teams
- Developed a roles/level framework to bring clarity to career progression paths for designers and researchers

- Created customer insight reference materials that gave the organisation a shared understanding of the customer and underpinned all design work.
- Established a design system to improve productivity level of design execution
- Collaborated with Brand, Marketing and Product leaders to shape company strategy and then translate into a product strategy

Freelance UX consultant: Apr 08 - Jan 15

Provided UX design and strategy services to clients across a wide range of industries. Clients included Hotels.com, Blinkbox (now TalkTalk TV), Network Rail, Cambridgeshire County Council, Workshare, News UK, Telegraph Media Group

Hotels.com

- Lead UX for responsive redesign project
- Conversion and usability optimisations of Japan and South Korea point of sale
- Design explored ways of applying to social proof to positively affect customer behaviour

Blinkbox (now TalkTalk TV)

- IA and interaction design for Video-on-Demand iPad app
- Usability and IA optimisation for the Television User Interface (Ten Foot UI)
- Personalisation project for the desktop service

The Times Newspaper - iPad App

- Interface design and user flow for progressive download functionality
- Concept design and prototype for improved navigation model

Network Rail

- User journeys, wireframes, and prototypes for a Track Asset management application
- Usability testing, IA and Interaction design for IT Helpdesk redesign
- Ethnographic research, task analysis, prototypes and usability testing for a rail maintenance planning and logistics application

Cambridgeshire County Council

- Led usability testing, IA and Interaction design for a redesign of cambridgeshire.gov.uk
- Ideation and UX design for Online Bus Timetables and Local Election coverage

Other roles:

Bango.net - Senior UX/UI designer, Jun 06 - Apr 08

7 Digital.com - Senior UI Developer / Interaction Designer, Nov 05 – Jun 06

Transact group - Senior UI developer (freelance), Sep 04 – Nov 05

BBC News Interactive - UI developer / Interaction designer, May 02 – Jul 04

NME.COM - Senior UI developer / Interaction designer. Apr 00 – Nov 01