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Hello 👋🏼 My name is **Nathan (Nate) Langley** and I am a product designer. I have a background in experience, interaction, service and product design.

I enjoy working in team-based, collaborative workplaces where I can put my **decade of experience** to the test. But, I enjoy passing on my experience and knowledge to junior members of the team, helping them to grow and find fulfilment in their own careers.

I have extensive experience with design in an agile environment - **I am confident researching and creating rapid prototypes**. Yet I can face into an organisation - **managing stakeholder's**, planning the design strategy, and balancing the end user needs with the objectives of the organisation.

My approach is considered and tenacious, yet open and inclusive.

Design Lead at Co-op Digital (current). Up to December 2017, I was working within Discovery/Alpha/Beta teams working on new products and services for the Co-op. This involved conducting user research interviews, iterating service maps, building throwaway prototypes to test assumptions and hypotheses. However, most of 2018 has been taken up leading the design direction of the Co-op websites. Previously, the Co-op has had multiple, disparate sites that is confusing for a Member and inefficient for the business. My job is to **lead and support** the product design team in bringing all the sites together under a common design language (utilising the burgeoning Co-op Design System) whilst improving cross business user journeys and interactions. A lot of my job involves communicating design decisions to multiple stakeholders at differing points in the design process, whilst being the **champion of clear, concise interaction and content design**.

Product Design Lead at Evermix (Dec 15 - Apr 17). I initially worked on the ideation of Evermix within a small agile team within Play. In December 2015, I was brought into the in-house team to improve user retention and move the brand on from its humble startup beginnings. My main task was to improve the UX of the DJ app. Through user interviews, rapid prototyping and iterative design **I grew our DJ user base threefold**, with many DJs commenting on the improved design and ease of use in a unique environment.

Product Designer at Play (Nov 14 - Dec 15). Working within small agile multi-disciplinary teams and often, in short, bi-weekly design sprints, we were approached to iteratively build on and improve the user experience of client platforms. These included Sofaworks, BBC and Evermix. Play was approached by Evermix to build on their idea of a unique recording platform for DJs. Over the course of 6 weeks of intense design sprints, we hammered out two strategies for a unique recording experience using the hardware and app, and a music discovery service for listeners, and **rapidly developed them into beta prototypes**.

Freelance Multidisciplinary Designer (2010 - current). Working as a freelancer I have got to experience many facets of the design process at different phases, from design ideation and user research through to development and final delivery. I have **worked on my own with small startups** building and designing their brand, and yet I have also plugged into already established teams at important stages of the design process. Across my career my clients have included: the BBC, M&S, Manchester City Council, Etihad and M&C Saatchi.

The team is the vessel of delivery, so I believe in a happy, healthy and open team, that is why I am also an accredited **Mental Health First Aider**.

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