



#### CONTACT DETAILS:

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#### SOFTWARE:

Figma  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
UserZoom  
Webflow  
Google Workplace  
Jira  
Invision  
ContentSquare

# Richard Watters

## Curriculum Vitae

SENIOR USER EXPERIENCE DESIGNER

#### PERSONAL SUMMARY:

A meticulous Senior UX designer based in London with over 10 years of design experience who cares deeply about creating joyful and intuitive user experiences that benefit people and businesses. A natural problem solver, who is passionate about using research, data and insights to inform design and decision making.

#### WORK EXPERIENCE:

**Ocado Retail**, Hatfield, England.

**Senior User Experience Designer**

**January 2022-Current**

Managed three web designers and mentored two user experience researchers. Developed low to high-fidelity prototypes across mobile, tablet, and desktop devices for user research and **Dynamic Yield** A/B testing. Created, ran and analysed **UserZoom** research studies. Presented ideas and research findings to team members and senior stakeholders including two **Smart Pass** design implementations projected to **increase annualised revenue by 1.26 million**. Worked to create a smooth developer handover internally and externally. Updated and maintained the Design System.

**Senior Web Designer**

**January 2021-December 2021**

Created and maintained the web, email and banner Design Systems. Managing and mentoring four designers. Helped implement the purple rebrand across all digital touchpoints. As a sole web designer, I created landing pages, banners, and the user journey for Ocado's biggest campaign, "**There's an Ocado just for you**". Other campaigns included; **Disney** family food bundles, refer a friend and free for a year. Redesigned external facing sites such as Supply Ocado. Championed web accessibility and user experience. Built extensive email nursery journey to retain new customers.

**Freelance: Raine & Co. and Cloudcycle**, Henley-on-Thames, England.

**Senior Web Designer**

**April 2020-January 2021**

Rebranded a Chartered Surveyors firm. Produced new Logo, colour palette and style guide. Built website, online presence (SEO) and stationary. For Cloudcycle, I developed the brand guidelines and redesigned their website to raise awareness of the brand, help customers with product enquiries, attract investors and new team members.

**9ine Consulting**, London, England.

**Digital Designer**

**October 2018-January 2020**

Single-handedly created and implemented inhouse rebrand of the company for all touch points. Produced and realised Digital Marketing Strategy. Organised and generated visual content for all platforms using design and CSS coding. Helped manage UX/UI Web App team in India. Used LinkedIn advertising campaigns to help drive Website submissions.

## SKILLS:

UX Design

Web Design

Digital Design

User Research Studies

A/B Testing

Analysing User Research

Prototyping & Wireframing

Graphic Design

Video Editing

Basic HTML/CSS Coding

Search Engine Optimisation

Digital Marketing Strategy

Infographics

Sketching

Trend Research

Concept Generation

Photography Re-touching

Colour Matching

**Shopstyle.co.uk**, London, England.

**Digital Designer**

**July '18**

Engaged closely with the eCommerce client to create digital assets for emails, website, social channels, and created a whole suite of digital display ads, using Photoshop and Adobe XD. Producing user friendly, responsive and dynamic designs while remaining on brand for both the client and the clients vast array of retailers.

**Narrative Studio**, London, England.

**Designer**

**Feb - June '18**

In a small team of 4-people, I collaborated and led on the re-design of Interior Retail Stores for a new luxury, contemporary furniture & textile brand in China called **L Living**. Designed and modelled custom modular fixtures to be used across all future retail stores. I established enhanced store flows, room layouts and adaptable and modular Service Hubs. I project managed the manufacturing of the new fixtures I had created.

**PriestmanGoode**, London, England.

**Designer**  
**Junior Designer**

**2014-Oct. '17**  
**2012-14**

Devised and crafted luxury travel experiences for high-end global clients. I was chosen as the sole designer for **Boeing** on a big future based concept aimed at the emerging Asian market. Idea's were analysed internally & externally for cost, feasibility, passenger satisfaction and future thinking. Designed the interiors and layouts of cabins on **Royal Caribbean** cruise ships. Worked on an entire overhauling re-brand of **Hainan Airlines** including logo graphics, cabin, ground services & aircraft supplies. UI and UX wireframes for **TAM Airlines** In-Flight Entertainment system. Visualised interiors of **Arrival's** electric vehicles - from sketch to full CAD. My work on **United** Polaris won '**Best Business Class Lounge in the World 2019**' (Skytrax World Airline Awards). Trained interns and junior designers on process and design software skills. Created and delivered a talk on transport design to 200 people at the **Royal Society of Arts** Engage Event.

## AWARDS:

**Best Business Class Lounge in the World** **2019**

Skytrax World Airline Awards for my design work on United Polaris Lounge.

**Royal Society of Arts. Competition Winner** **2012**

For a 'Re-design of the National Rail Train Ticket', resulting in an RSA Fellowship.

## EDUCATION:

**Northumbria University.**  
Newcastle Upon Tyne.  
**BA Hons. Design For Industry.**

**2008-2012**

I was privileged to work alongside small design consultancies and large multinational companies such as **Philips, Unilever, Trunki, Black & Blum, SeymourPowell** etc. Participated in an International **RSA** design competition in which I redesigned the National rail Train ticket and won **First Prize** - resulting in a work placement at PriestmanGoode.

**Longsands College.**  
St. Neots, Cambridgeshire.

**2001-2008**

Achieved A-Levels in Economics, Sociology, Art and Design, AS in History. Achieved 10 G.C.S.E's.

## VOLUNTARY WORK:

**Mental Health First Aider**  
Mind & Body Committee at Ocado

Learnt in depth skills for providing first aid to people who may be experiencing mental health issues.

**2021-Current**

**South London Korfbal Club**  
London, England.

Member on Committee of 4 serving the needs of a sports club of 60 members.

**2018-2020**

**Refugee Community Kitchen,**  
Calais, France.

Preparing and distributing food to feed 2000 refugees every evening.

**July 2018**