

CHRISTOPHER POTTER // CV



INTRODUCTION

Christopher has been working at the front end of UX, Service Design and innovation for over 15 years, collaboratively designing digital products and services, customer experiences, new ventures and developing team capabilities in Design Thinking and User Experience. During this time he has worked in financial services, government, travel and creative industries.

Achievements:

- Developing new ventures in financial services with HCD, UX & Service Design principles, Qantas Loyalty
- Leading the voice of the customer and CX program, NIB Travel
- Reimagining the future travel claims experience and Service Design roadmap, NIB Travel
- Redesign and optimisation of insurance platform to support rapid growth, Cover Genius
- Creative Direction, UX architecture and purchase path redesign - WorldNomads.com
- Designing & developing mobile app strategy and UX. Tripwise App, Travel Insurance Direct
- Leading brand strategy and redesign - Travel Insurance Direct
- Championing HCD methodologies for businesses with website redesign, Design Council UK
- Experiments in interactive story telling with children using augmented reality, BBC Research & Development
- Supporting WEEE & RoS recycling policy with WeeMan educational site, Royal Society of Arts

Christopher leads and collaborates with designers, executive teams, business analysts and product owners to create and develop new value propositions from design through to build.

His main focus is using hypothesis led design principles, developing new concepts and capabilities that drive customer engagement, interaction and retention. These are underpinned with tailored Service design, UX, customer research and agile project/team management to fit tight timescales that are strategically aligned, usable, governable, scalable and efficient.

With a background in design and user experience, he brings strong conceptual, strategic thinking and user-centred service design, drawing on the experience of having collaborated with over 30 companies and working internationally in the UK, USA, Malaysia and Australia.

EXPERIENCE

Design Strategist, UX and Service Design Lead, Qantas Loyalty Ventures
Sydney, NSW 2018-present

Head of Experience, NIB Travel
Sydney, NSW 2017-2018

Creative/UX Director, Cover Genius
Sydney, NSW. 2016 - 2017

Creative/UX Director, World Nomads Group
Sydney, NSW. 2009 - 2016

Art Director/UX Strategist, Digital Eskimo
Sydney, NSW. 2008 - 2009

Creative/UX Director/Co-founder, Grassblades Ltd
London, UK. 2001 - 2013

Creative/UX Consultant
London, UK 2000 - 2000

Art Director, NOW Network of the World
London, UK Mar 2000 - Nov 2000

Studio Manager/Creative Lead, Okupi Ltd
London, UK 1997 - 2000

Studio Manager/Creative Lead, Lemon HK Ltd
Hong Kong 1996 - 1997

Studio Manager/Creative Lead, Fortis Design Ltd
Leeds, UK 1994 - 1996

CONTACT

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SKILLS

CX/Service Design
Customer journey mapping, Service design, Customer Research.

Design/UX Skills:
Creative Direction, User Experience, Customer Research, Brand Development/Positioning, Digital Strategy, Agile Project Management, IA, A/B Testing, E-commerce, BA, Usability Testing, Stakeholder Interviews, Personas.

Applications:
Sketch, Adobe XD, Axure, Invision, Userzoom, Askable, Lookback, PhotoShop, Illustrator, InDesign, Tableau, Premier.

Scripting:
HTML, CSS, SASS,, PHP, MySQLFoundation, Bootstrap, SMACCS, jQuery.

PROJECTS

Qantas Loyalty - New Ventures Financial Services Product Development

As the lead UX and Service Designer in new ventures, Christopher worked collaboratively with a multi-disciplined team scoping out and developing a strategic product roadmap of core financial services to enable greater functionality and additional products for Qantas Money.

- Completed customer research in multiple financial service products, developing opportunity areas and unique value propositions that were tested and validated using both qualitative and quantitative methods.
- Created customer journey maps, personas and service blueprints to assist the Product, Tech and Service teams in building out the project delivery roadmap.
- Redesign of the Qantas Money App with scalable UX to align with their future financial services strategy and product roadmap with multiple rounds of users testing and research.

Nib Travel - Travel Insurance Claims Experience

Nib Travel undertook a large transformation project to move their claims experience into the cloud. As head of Experience my role was to complete research and analysis of the current claims experience, competitive and comparative analysis and develop a future experience roadmap to assist the teams in bringing the experience to life.

- Completed Customer research interviews with a broad cross section of the customer base.
- Worked closely with CX & Business Intelligence teams to identify key pain points using quantitative surveys and claims data.
- Created Customer Claims Journey maps and personas to explore archetypal claims scenarios to highlight key pain points and opportunities to delight.
- Assisted tech and delivery teams to evaluate and select best cloud based software solutions from a customer experience perspective.

Case study: <https://cpher.com/work/future-travel-claims-research>

RentalCover - Re-brand & Responsive Website Redesign

Cover Genius, an innovative insurance startup and insurance industry disruptor, working with multiple underwriters around the World to deliver regulated policies to many of the largest internet companies. Christopher role was to refresh and redesign the frontend solution to reduce friction, create clear communication of the value proposition and increase conversion for the business and trust in the service for the end users.

- Rebranded core brand RentalCover.com.
- Applied UX & design processes to optimise and increase conversion across both core brand and ancillary platforms.
- Collaborated with Marketing and Customer Service teams to create and implement new marketing campaign/content strategy that increased conversion by x 5.
- Operated as agile scrum master for the tech team managing backlog, retro's and sprint planning.
- Formulated & validated UX plan to optimise the customer experience and increase conversion.

Case study: <https://cpher.com/work/rental-cover>

World Nomads - Brand Evolution & Responsive Website Redesign

worldnomads.com

Although World Nomads had an established identity and a loyal independent traveller following, they needed to define their tone of voice and consolidate their visual identity. The business had also out grown the existing insurance platform & content management system and required a new scalable solution that would support their future strategies.

The aim was to refresh the brand and develop a clear set of communication & visual guidelines. World Nomads needed clarity in defining who they are, what they stand for and to ensure all communication and visual elements of the brand have a consistent identity and tone of voice. With the growing needs of the business, the technology platform also needed to be updated and scalable.

- Brand identity - refined the language and tone of voice and defined a new colour palette and imagery to create a clearly recognisable travel brand that resonates with the values and the aspirations of the independent traveller.

- Redesigned website to be responsive, building prototypes, component templates and style guides to ensure consistency of implementation and intuitive interaction.
- Supported the growing mobile user base with a responsive purchase path and ensured self servicing for customers remained intuitive, fast and seamless while transitioning to the new platform
- A/B Tested core sales components to ensure both usability and consistent conversion metrics
- Successfully supported the business with both creative strategy and execution of marketing content to sustain a 30% year on year growth for the business.

Case study: <https://cpher.com/work/world-nomads-website-ux>

Tripwise App (Travel Insurance Direct)- Mobile Application Design & UX Strategy

<https://itunes.apple.com/au/app/tripwise-by-travel-insurance/id567334051>

The aim of the app was to add value to the insurance product by creating brand retention and recognition, user engagement and reduce company's reliance on Google SEM.

- Used UX principles including persona/behaviour modelling, emotion mapping to map out traveller lifecycle and core user journeys.
- Creative directed the UI & Interaction design of the App to allow any travellers to access expert advice, important tips and information relevant to their trip/destination. It also included language guides, health and consulate information, and emergency medical contacts.
- Integrated purchase path and up-sell mechanisms to encourage and enable repeat purchases of the core products.
- The App has received consistent 5 stars user views over the past 2 years and over 70,000 downloads.

Travel Insurance Direct - Re-Brand & Website Redesign

tid.com.au

While Travel Insurance Direct had an excellent product, they'd never stood out from their competitors. The aim was to make the brand stand for more than just insurance, to be there before, during and after a customer's trip.

- Commissioned and directed branding agency, End of Work and through a series of strategic workshops, developed a clear strategy.
- In conjunction with abbreviating the brand name and creating a strong logo system, dynamic imagery, an interchangeable colour palette and a new down to earth, accessible tone of voice was combined and applied across all media channels.
- Entire website was re-architected, including streamlining the purchase path and creating a new membership system.
- As a result of the new brand positioning, web platform and cross media campaigns, the business revenue grew over 300%.
- Consistent A/B testing and iterative improvements resulted in an increased conversion rates from 11% to 19%.

Case study: <https://cpher.com/work/travel-insurance-direct-branding>

RSA WEEEMan - Educational/Social Initiative - Website Design

Commissioned by the Royal Society of Arts as part of an environmental initiative: Moving towards a zero waste society. A three meter high human-like sculpture was created from electrical & electronic waste an average person would produce in a lifetime and installed on the South Bank (London) in front of the Lord Mayors building.

- Website was designed and developed to support the initiative, highlight the individual impact of electrical/electronic waste, provide practical information and educational resources for general public, schools & businesses.
- An interactive assessment tool was created to calculate then visualise users' environmental footprint and provide actions and information to help reduce their impact.
- The website was featured on national news and media channels across the UK.

Case Study: <https://cpher.com/work/rsa-weeeman>

BBC Research & Development - Augmented Reality Classroom Research

AR (Augmented Reality) is a technology that blends the real world and the virtual world. The technology enables users to see themselves on the screen, holding, moving and interacting with 3D objects. BBC wanted to utilise this technology to create engaging education content.

- Collaborated with BBC Creative R&D team to explore how AR could be used as a potential learning tool.
- Based on a story, Little Feet & Big Feet by Rob Lewis, a series of characters and environments were designed to appeal to 5-7 year olds.
- An intuitive UI for the AR software and story book were developed that could be downloaded as a PDF for both parents & teachers to read through with children as they interacted with the story.
- The final project was featured on the BBC online website and used in classrooms and by parents across the UK.

EDUCATION

Life Drawing - Prince of Wales Drawing School, London

BA Hons Interior Design - Leeds Metropolitan University

VOLUNTEER EXPERIENCE

Honey Bee Network:

Assisted in designing printed and online collateral to promote the Honey Bee Network within UK.

Australian Himalayan Foundation

Accompanying Canon Master Photographer, Richard I'Anson, on assignment in Selari, Nepal, documenting the tremendous effort the foundation was doing to assist the rural communities after the 2015 earthquakes which devastated much of local infrastructure.

WORKSHOPS & LECTURES

London Virtual Reality Group:

Guest Speaker, Virtual Environments

Intel Developers Conference:

Guest Speaker, Multi User Interactive 3D Environments

BBC & Westminster LDA Augmented Reality Project:

Interactive Classroom Workshop with both Teachers and Pupils

Press Association:

Interaction Design & Actionscript Workshop

National University of Singapore:

Lecture - Augmented Reality for early literacy education

AGDA 2009:

Guest Speaker "How Can Design Help Save The Planet?"

EXHIBITIONS & AWARDS

Colour in Design Awards - 2012

Travel Insurance Direct Brand Identity
in collaboration with End Of Work

British Youth Travel Awards: London. - 2009

Best website: World Nomads

True To Life: The Herbert Art Gallery. - 2006

Work selected as part of figurative painting exhibition featuring Lucian Freud, Frank Auerbach. Robert Lenkiewicz, David Bomberg and The New British Realists.

Uncompromising Study: Hartleypool Art Gallery. - 2005

Work selected as part of figurative painting exhibition featuring Lucian Freud, Frank Auerbach. Robert Lenkiewicz, and The New British Realists.

Work published in:

Website Graphics: The Best of Global Site Design.

by Willem Velthoven, Liesbeth Den Boer, Geert-Jan Strengolt

Editor & Publisher Awards

Best Online Newspaper (ex-US), SCMP.com site

Best Special Report Website Runner-Up, South China Morning Post 1997 Handover Web site.

IDN Website Award. Best site of Asia.

Winner Water Sculpture Design Competition

Jones of Oswestry.