Chris Minett

Product Design Director

chris@chrisminett.com

Summary

My ambition is to deliver long lasting emotional connections through beautiful user-centered design. Creating elegant solutions that work harmoniously with brands and audience is at the core of any project undertaken.

Where does it begin
Never with shape shifting! The craft is important but nothing without a solid foundation based on user analysis, tried and tested UX methods and brand positioning to achieve the best possible end goal. This is where real meaningful conversations take place, gathering invaluable insight into the world of specific user groups. From here I work with likeminded individuals, peers and clients to define the necessary building blocks, trashing the broken unusable ones, or recycling them into new improved ones.

What happens next?
The origins of a solution begin to take shape, constantly ensuring that every stage meets the needs of the user. From here we can start to paint the picture, and intertwine design solutions that are balanced and clearly focused on the experience.

And afterwards?
Summarisation and re-evaluation. Finding new methods and opportunities to improve brand interaction and build advocacy.

Folio: www.chrisminett.com

Selected Clients
Warner Bros, Oxfam, Universal Music, Cartoon Network, Samsung, Sony Pictures Home Entertainment, Alfa Romeo, Land Rover, Lexus, Jaguar, MINI, BMW, BBC, Furniture Village, Harper Collins, United Biscuits, Santander, Nationwide, HBO

Specialties
- UI/UX
- Art direction
- Creative direction
- Concept development
- Visual prototyping

- Brand development
- Digital marketing

Experience

Product Design Director at Zipabout

November 2016 - Present

Responsible for delivering the technology platform into third party channels by helping partners adhere to UX/UI principles, maximising user engagement and the collection of behavioural data.

- Identifying design problems and devising solutions
- Translating concepts into wireframes and mockups that lead to intuitive user experiences
- Making design and user-experience decisions to improve core product features
- Rapid prototyping, testing and iteration of concepts
- Leading creative and user testing sessions
- Design and presentation of UI creative solutions
- Day to day collaboration with stakeholders, and technical teams

UI/UX Designer at Freelance

November 2010 - Present

Over the past 6 years I have been working with agencies, brands and startups to craft digital experiences across multiple channels and digital touchpoints. Responsible for all aspects of delivery including UI and UX.

Currently working in Oxford, designing solutions for mobile and web applications.

Head of Digital Design (Internal Agency) at Nationwide Building Society

January 2014 - September 2016 (2 years 9 months)

Responsible for crafting digital experiences across owned, earned and paid channels in the internal agency. Core delivery included ATMs, Internet bank prompts, paid media, and marketing screens. A heavy hand in the implementation of process, briefing, and infrastructure allowed me to set up a team of experts for quick effective delivery as well as being hands on with all direction and creative output.

- Creative Direction
- UI/UX
- Conceptualisation, design and development of assets for digital use online and in branch
- Optimisation and A/B split tests, specifically around paid media
- Shaping digital design guidelines across all channels
- Day to day collaboration with stakeholders, marketing and technical teams
- Work allocation and time management

- Leading, developing and mentoring junior members
- Internal creative presentations
- Implementation of new productivity standards and processes

Head of Digital Design at EMO Limited
November 2011 - October 2013 (2 years)

I headed up the digital creative department specialising in marketing for retail, automotive, healthcare and community networks. Responsible for all creative output and working closely with all necessary parties to ensure the vision was clear and the implementation was efficient and effective.

- Creative Direction
- UI/UX
- Conceptualisation, design and development
- Leading creative workshops with teams and clients
- Shaping digital design guidelines across web, mobile and marketing channels
- Day to day collaboration with stakeholders, marketing and technical teams
- Work allocation and time management
- Leading, developing and mentoring junior members
- Internal and external creative presentations
- Implementation of new productivity standards and processes

Deputy Creative Director at 20:20
May 2010 - November 2010 (7 months)

When Hyperlaunch merged with a number of agencies to become 2020, I was promoted to Deputy Creative Directer. All previous responsibilities were carried over and I was given the opportunity to direct projects and creative teams for clients in the FMCG and entertainment sectors.

- Creative Direction
- Conceptualisation, design, development and animation
- Day to day collaboration with account managers, producers and clients
- Work allocation and time management
- Leading, developing and mentoring junior members
- Internal and external creative presentations

Lead Designer at Hyperlaunch
May 2008 - May 2010 (2 years 1 month)

Leading a team of creatives and developers in a fast paced agency environment. Producing websites and games for clients in the entertainment sector.

- Conceptualisation, design, development and animation

- Day to day collaboration with account managers, producers and clients
- Work allocation and time management
- Leading, developing and mentoring junior members
- Internal and external creative presentations

Lead Designer at True Digital

April 2007 - May 2008 (1 year 2 months)

Creating digital solutions in the commercial, financial and public sectors. Working with Npower, Furniture Village, Cheltenham Racecourse and Wickes.

- Conceptualisation and design of web pages, email campaigns and digital advertising
- Day to day collaboration with the creative director and producers
- Pitching and presenting

Senior Digital Designer at Hyperlaunch

October 2004 - April 2007 (2 years 7 months)

Senior Digital Designer at Greenroom Digital

September 2003 - October 2004 (1 year 2 months)

New Media Designer at Proactive Productions

August 2000 - June 2003 (2 years 11 months)

Education

UWCN

2.1 BA Hons, Graphic Design, 1997 - 2000

Chris Minett

Product Design Director

chris@chrisminett.com

Linked **in**

Contact Chris on LinkedIn