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CHRIS LYNCH

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Summary

A designer with over 12 years experience in UX, Digital Design and Motion Graphics. I have experience with working with complex design systems, conversion rate optimisation, e-commerce and delivering creative digital projects. I've worked on both client and agency side with clients from Europe, Africa and Asia including L'Oréal, AXA, Watsons, KPMG, Tokio Marine, Danone, Marionnaud Paris, Pan Pacific Hotel Group, Far East Hospitality and Investec.

Education

Brunel University 2006 - 2010

BSc. Industrial Design with
Professional Development.
Second Class (Upper Division) Honours.

Professional development training

IBM Enterprise Design Thinking Practitioner
Management perception
Dealing with difficult situations
Retail business simulation
Professional presentation training
Advanced Motion Graphics - After Effects

Skills

Disciplines & Software

UI/UX Design	InDesign
Visual Design	After Effects
UX Research	HTML & CSS
Persona's	Miro
Customer journey	ZeroHeight
Workshop Facilitation	GA Optimise
Rapid Prototyping	Abstract
Ideation	HotJar
XD	Userlytics
Sketch	Premiere Pro
Figma	Final Cut Pro
Photoshop	Jira
Illustrator	Microsoft Office

Experience

UX Practice Lead - Valtech Digital PTE - May 2020 - Present

I lead the UX Practice of 4 UX designers working with cross functional teams to deliver exceptional experiences for our global clients such as L'Oréal, Tokio Marine, Pan Pacific Hotel Group and Danone. I am responsible for the scoping, pitching, budgeting and delivery of all UX projects including support and maintenance CR's to large scale projects including Discovery, Research, Ideation, Design and Implementation. I also lead a multi-brand Design System project for L'Oréal's luxury Brands in APAC.

Design Team Leader - A.S Watson - June 2016 - February 2020

At their internal Agency, I managed a team of designers and developers working on over 4000 jobs per year and its relationships with over 15 e-commerce business units throughout Europe and Asia for brands including Superdrug, Marionnaud Paris, Kruidvat and Watsons. I was lead designer on major projects where I mentored and developed other designers on anything from artwork, A/B testing, to full e-commerce UX redesigns. I created reports on team resources and managed their day-to-day needs and development. I also took leadership of the UX team, implementing new processes and increasing A/B testing productivity.

Digital Designer - OLIVER - April 2012 - June 2016

At OLIVER I worked in house with a number of clients across the business including KPMG, Starbucks, AXA, Investec and Marketing Week Live. I gained experience working in small and large teams in varying disciplines including motion graphics, UX, front end development, digital design, print and video production. I also managed a small international team creating processes and expanded the team from 2 to 4 people for Investec Asset Management.

Graphic Designer and Front End Developer - OAMPS UK Ltd - Nov 2010 - Mar 2012 **Placement Student - CCD Design & Ergonomics Ltd - Sep 2008 - Sep 2009**

Design Leadership

I have managed and mentored UX and digital designers, created processes and ensured they are followed by my team and other stakeholders. I lead large campaigns and website design projects from Discovery to Implementation and Optimisation.

Digital Design

I've worked on countless projects translating brand creative to digital formats including website banners, display advertising, social media and light websites using HTML, CSS and JavaScript.

UI/UX - Design Thinking

I design digital experiences using best practice research and ideation techniques before bringing them to life from planning and design to implementation. I have experienced optimising e-commerce and hospitality websites through research, design and testing

2D Motion Graphics

Using Adobe After Effects I create engaging animated videos, adverts and info-graphics from initial concepts, to illustration, storyboarding and production.