cottingham

Craig Cottingham

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Hello.

I'm a Senior UX UI / Product Designer with around 20+ years of professional experience working for fast-paced digital agencies and software houses. Solving user problems across various industry sectors, including Mobile, Healthcare, Construction, Beauty, Confectionery, Medical, Leisure, e-commerce, B2B, SaaS, Finance and Telecommunications.

One of my biggest strengths is my ability to quickly grasp complex challenges and transform them into elegant, user-friendly, intuitive solutions. I LOVE problem-solving, and I like getting under users' skin to understand their needs - I then translate these needs into effective design solutions.

I have been exposed to many user scenarios, use cases and data sets. Working heavily on user flows and user research for pattern libraries, native apps, software / digital design, legacy programs and bespoke projects for hands-free computers controlled by voice commands and head gestures.

As a person, I'm passionate, friendly, and with a good sense of humour (although my wife might disagree with this). I enjoy collaborating and sharing any knowledge I have with my team to help them grow and progress. I find it easy to get along with people to get the best results.

Skills.

Software	Design	Research
Figma, Figjam	UX & UI Design	User surveys
Adobe XD	Wireframing	User testing
InVision, Freehand	Prototyping	Shadowing
Balsamiq	Design Systems	User moderated tests
Miro	User flows	Competitor analysis
Flowmapp	Mockups	Affinity maps
Zeplin	Agile working	Customer journey maps
Mural	Data-driven design	Empathy maps
Proto.io	Accessibility	User flow diagrams
Adobe Creative Suite	UX best practices	UX auditing
Usertesting.com	Lean methodologies	Story mapping
Google Analytics	WCAG compliant	Process flow diagrams
Hotjar	Benchmarking	Click count journeys
Full Story	User Personas	HEART framework
Pendo	User scenarios	Card sorting
Optimal Workshop	Tokenisation	User interviews
Treejack	A/B Testing	Usability testing

Employment.

BT Group (Jan 2024 - Present) - Birmingham
Senior Product Design Specialist

I worked on the creation and overhaul of BT's strategic Billing platform. This covered in-depth features such as analytics and easy payment flows and notifications that made customers' jobs much easier.

Primarily, the first phase was specifically for small-medium businesses and the second phase was to integrate global companies with multiple accounts where bills could rise into millions of pounds.

Other larger features included setting up direct debits, viewing analytics, comparing multiple bills, overlooking across all accounts to see outstanding balances, viewing in-depth details of a customer's bill and interlinking across all areas of the My Account portal seamlessly.

The aim of this project is to help reduce agent calls and give the users an enjoyable experience.

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Gamma Telecom (Aug 2021 - Jan 2024) - Manchester
Senior UX UI Designer

I led the UX on Gamma's legacy product to give the value stream some 'love' - the appearance had no UX input from the beginning of its development, so it felt very disjointed and inconsistent throughout all the user journeys. This is one of Gamma's primary products, as all the other value streams are connected to it. It is an incredibly complex project and has over 100k daily interactions.

I created a site map to help give me an overview of the areas that the product touched upon; this allowed me to target 5 different areas to start researching and improving from a UX perspective, along with the consistency of its interface.

The main areas that were covered were - Live video calling, Web chat, Searching, Reporting / Insights and Dashboard / Account areas and profiling.

As a fallout from this legacy project, I proposed the idea of creating a fully accessible Design System (for light and dark modes) to be migrated and used across the business to ensure consistency and UX best practices are adhered to throughout Gamma's products, making them a suite of SaaS products that feel connected. I created the design system (named Amethyst). I maintained this for the business, along with supporting documentation, migration plans and development lifecycle flows. So other teams know the processes and steps the feature goes through to be released.

I worked alongside other UXers and Researchers to help user-test each component individually and in a working environment to maximise the feedback from various users.

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Experian (Oct 2019 - Sep 2021) - Nottingham
UX UI Designer

Working for the Decision Analytics team, I was responsible for the creation of Experian's flagship product; PowerCurve Insights. This was a product that started out by allowing users to open up and view reports. It evolved to a scalable dashboard creator and viewer that could be used across any platform whilst on the move.

Through research and user studies, I worked to identify the user needs and objectives and turn them into personas and other actionable findings to share with product management and key stakeholders.

I combine this data to solve problems and help define solutions with lean methodologies by producing user journeys and wireframes, design experience and intuition to establish a design that is easy to and intuitive to use and can be adaptable and future-proofed.

I worked within a group of UX practitioners that closely liaised with the EDS Team (Experian Design System) to discuss the best UX flows and solutions that could be added into the EDS pattern library, I contributed heavily towards this, which enabled our global teams to build consistent UX patterns, and customer-focused experiences more efficiently to the high standards our users expect when using our products and services.

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HYPE (Jun 2019 - Oct 2019) - Leicester
Senior UX UI Designer

I streamlined Checkout user flows and added 'stock availability' logic when users hovered over products whilst using the e-commerce website. I also implemented a fully customisable Account area that users could populate to help give them a personalised experience whilst browsing the website and placing orders.

By creating and improving these areas, along with various personalised email communications to inform users which step their orders are at, gave users a complete end-to-end process that could be finalised in just three clicks; this means happy returning customers!

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STERIS (May 2016 - Jul 2019) - Derby
Senior UX Engineer

Working in a lean environment on product strategy, design and implementation of the track and trace system called SynergyTrak. Using first-hand user data to allow me to create data led designs to prototype, create and produce intuitive designs to help users perform daily tasks and business objectives quickly and easily.

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UNiDAYS (Apr 2015 - Jul 2016) - Nottingham
UX UI Designer

I led the design and production of the UNiDAYS native mobile app using best UX practices and patterns. Creating a simple, yet effective app that was intuitive for students. It broke into the top 25 of Google Play and the top 15 of the Apple Store within its first week of release.

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See Tickets (May 2014 - Jun 2015) - Nottingham
UX UI Designer

I worked within the development team to create workflows / user journeys and wireframes, which helped define streamline site improvements and new feature

releases across the website. I also worked on the development of the new dynamic mobile website and ticket purchasing process.

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Recommendations.

Anna Green (Senior UX Designer at Gamma)

"Working with Craig at Gamma has been an absolute pleasure. He is a true asset to the team and consistently delivers exceptional work. His expertise in UX design, coupled with his excellent communication and collaboration skills, makes him an invaluable member of the team.

One of Craig's most notable strengths is his ability to grasp complex design challenges and transform them into elegant and user-friendly solutions. He has a knack for understanding the needs of our users and translating those needs into effective design solutions. His meticulous attention to detail ensures that every aspect of his designs is carefully considered and polished.

Craig is also a true design system pro. He has played a pivotal role in developing and implementing our company's design system, ensuring that our designs are consistent, scalable, and accessible across all platforms. His expertise in design systems has helped to streamline our design process and improve the overall quality of our products.

In addition to his design skills, Craig is also an exceptional collaborator. He regularly shares his knowledge and expertise with other designers on the team, helping them to improve their skills and grow as designers. He is always willing to lend a helping hand and is always open to feedback.

One of Craig's most significant contributions to Gamma was his redesign of our company portal. The portal was a large and unwieldy product with many user journeys, pain points, and needs. Craig took on the challenge of redesigning the portal with great enthusiasm and dedication. He then developed a new design that was both user-friendly and visually appealing.

Overall, Craig is an exceptional UX designer who is a true asset to Gamma. He is a highly skilled and knowledgeable designer with a deep understanding of user-centered design principles. He is also an excellent communicator and collaborator and bleeding

nice bloke. I am grateful to have Craig as a colleague and I highly recommend him to anyone looking for a talented and experienced UX designer."

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Rajiv Varia (Design Leadership at Experian)

"I worked with Craig for 1.5 years and found him to be an excellent designer and valued team member. Along with possessing strong UX/UI design abilities he was a true team player, willing to step in at short notice, collaborate with anyone and go the extra mile to deliver on a project. Craig always demonstrated self-awareness, a desire to learn new techniques and improve his skills and knowledge. He would be an asset to any team he works with."

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David Niland (Senior User Researcher at Ikanos Consulting)

"I had the pleasure of working with Craig at Ikanos Consulting. I found him to be consistently professional, insightful and a delight to work with.

Craig's open attitude and experience were of great help when designing an innovative user experience for Golden-i.

Craig is very creative. Plus he was incredibly good at explaining very technical design issues to an non-technical audience.

Add to this the fact that he is a genuinely nice guy; he's an asset to any organisation lucky enough to have him."