

LUKE WILLIS

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TOOLKIT



Figma
Sketch
Miro
InVision
Principle
Photoshop
Illustrator
InDesign
Adobe XD
Keynote

SKILLS



User Research
Product Strategy
Service Design
Wireframes
UX Writing
User Flows
Prototyping
Interaction Design
Visual Design
Storytelling
Data Analysis
Project Management

EDUCATION



The Power MBA

Masters of Business & Digital Innovation (In progress)

BSc First Class Honours

Product Design
The University of Brighton

A Levels - ABB

GCSE - 10 (A - C) Grades
Rickmansworth School



ABOUT ME

- I'm personable and an energetic collaborator, motivated to create quality
- I am a creative, holistic thinker, passionate about crafting user centric products
- I'm ambitious, delivery focused and adaptable to the task in hand
- I have a deep sense of empathy, which fuels my passion to create meaningful experiences
- I'm a strong communicator both verbally and visually
- I embrace experimentation and am not afraid to fail



EXPERIENCE

Experience Designer - Sainsbury's Digital (Aug 2020 - Present)

Managed product strategy, design and development in Sainsbury's Commercial Colleague & Supplier division. Developing multiple products and services in a fast paced agile environment.

- Led the strategic product development in the supplier experience domain, building clear propositions that provide tangible value to users and the business
- Identified new revenue streams through insight driven research studies that created new propositions for our customers by harnessing the power of our data
- Introduced hypothesis driven testing into the everyday design process to ensure we had key measures in place for experiments in order to track success
- Conducted lean and large scale research studies to help shape the product roadmap and future development of the 'Together With' web application in line with the corporate strategy
- Conducted end to end service design and implementation of a new business process to optimise the supplier onboarding experience
- Advocated the importance of accessibility in the products we build, educated product teams and stakeholders on the need to provide products that meet global accessibility standards

UX Designer - Brilliant Basics (Aug 2018 - Aug 2020)

BB is Infosys' customer-centric digital transformation studio where I have worked across a range of industries and clients which include BT, Roland Garros, BP and Shell. Working within cross discipline teams and leading projects through definition, build and release.

- Scoped and estimated client projects during RFP and SOW stages
- Planned and facilitated design thinking workshops which covered value proposition, business objectives and the longer time strategic product roadmap
- Challenged briefs and outputs in order to create products that delivered value to users and the business
- Led user research studies over multiple projects, analysing data to create actionable insights
- Operated in cross functional teams working closely with engineering to deliver efficient designs
- Managed the MVP prioritisation and iterative release planning across multiple products
- Designed and built products that cater for a wide spectrum of user types and global markets
- Produced UI assets, design libraries and design systems for a variety of clients

Product Designer - Freelance (Feb - July 2018)

Worked on a native IOS mobile app for the fitness market called 'Crowdfit', led this project from initial requirement gathering to MVP

- Ran market assessments of competitor services and offerings to help build a unique proposition that would help Crowdfit stand out in the market
- Identified key features and requirements needed to build the minimal capability for MVP

- Experience mapped end to end journeys to truly understand the consumer and developed detailed users flows for engineering handover
- Ran moderated usability testing studies which were tracked against UX KPI's in order to validate the initial design and feature direction
- Built a prioritised backlog of features and a development roadmap to take the product to market

Product Designer - RFE International (Aug 2015 - Aug 2016)

RFE is the Global Licensee for Adidas Training and Reebok Fitness products. I managed the new product development process, working directly with both Adidas and Reebok international teams.

- Communicated and presented new product development ranges to key stakeholders
- Implemented a UCD process that considered consistent user research, testing and validation
- Worked with the Adidas R&D team to ensure we incorporated the latest technology and innovation
- Design and development of the first Adidas cardiovascular range from conception to launch
- Challenged project briefs and objectives to ensure a user centric approach was followed
- Project managed multiple design ranges to ensure manufacturer timelines were met on budget
- Experienced working within global brand guidelines and creating a consistent design language

Product Designer & Co Founder - Zest Design Co. (Oct 2014 - Oct 2015)

Zest is a design consultancy that provides creative solutions to a range of clients. Our work covered branding, print, product development and research across a host of industries.

- Planned and facilitated innovation workshops to provide clear product development outputs
- Advised clients on feasibility and cost of product development to market launch
- Led client meetings to pitch our services and tailored our services to meet their needs
- Created and delivered the design campaign for the 2015 Brighton Sports & Fitness Show
- Conducted product testing through 3D printing and Finite Element Simulation Analysis

Junior Designer - RFE International (Aug 2013 - Aug 2014)

Worked directly with the Senior Product Designer within the development team on a variety of projects from ideation to market launch. Spent the second half of my internship as a digital designer with creative marketing team in order to gain a broader understanding of the business.

- Conducted market and trend research assessments to identify market opportunities
- Design & development of Adidas, Reebok and Gold's Gym product ranges
- Designed the first Reebok Studio Racking Range, released into commercial gyms globally
- Promoted strong design guidelines, best practices and layout standards for digital content
- Assisted in creating marketing campaigns for new product launches across email and social



ACHIEVEMENTS

- Built a ventures unit within Brilliant Basics in order to qualify and incubate start-ups to create a new stream of B2C work within the business and provide further opportunities for employees
- Mentored junior designers whilst working in house and through UXPA to help improve their design craft and increase their development in a range of areas
- Nominated to present to over 20 global C-Suite BP Stakeholders at Infosys' HQ on digital transformation
- Designed, developed and delivered over 100 new product sku's for the Adidas Group



INTERESTS

- A member of UX Professionals Association and work with a design mentor to further improve my craft
- Interested in continual development and am currently study a part time MBA
- Stay up to date within the design community and actively attend industry events
- Keen tennis player and qualified LTA performance tennis coach
- Enjoy boxing and Muay Thai in my spare time