

KATE FISHER

EXPERIENCE

2024 - 25
2020 - 24
2018
2016 - 18
15 - 16
13 - 15
10 - 13
9 - 10
4 - 9
3 - 4
0 - 2
98 - 0

SECTORS

Product Designer/ Loan Origination team
Senior UX / Analyst eCommerce
UX Lead 3 Products / SAAS Telco
UX Specialist / Finance
Freelance UX, Developer / eCommerce Travel
UX, Analyst, Developer / B2B Legal
Web Designer, Developer / experiential, Agency
New Media Lead / B2B Agency
Digital Designer, Developer / Third Sector
Lead Designer / Government Funded Charity
Senior Digital Designer / B2B Agency
Senior Web Designer / Systems Integration

Target Group

Reworking a mortgage origination platform developed offline which didnt comply with FCA guidelines, or take into account working memory of specialists the solution was developed for small / medium sized institutions

90% local UK authorities

OBJECTIVE

- + Review the materials compiled for the original build, subject matter experts analysis on bringing the solution into compliance with UK property transactions and FCA regulations.
- + Take ownership of an unwieldy design system which had diverged from the original teams recommendations / wasnt responsive / and needed to support rapid deployment.
- + Review usability issues within the solutions, and support dev team struggling to understand how the applications worked, whilst expanding and rebuilding the ecosystem underneath from top to bottom.
- + Support step change in scrum conversations from 'this is what is fastest to deliver' towards the art of the possible. A balancing act to support MMP, and future of the development.
- + Support external comms - delivering comms and workshops with SME, and Chief Product Officer.

PROCESS

Heuristic Analysis:

- + Identify priority issues which needed to be addressed alongside extending the application.

Design System:

- + Prepared to facilitate the key objectives - structural consistency, wayfinding, responsive and flexible enough to support rapid rebranding.

APPROACH

Supporting business as usual and vision

- + Support knowledge gap between subject matter experts and developers which was impeding the teams work, leading to cyclical refinement sessions, and adding pressure to a team working at speed.
- + Changing discussion from where we think we are, to objective picture of key operation of the system as is - alongside where we need to be.
- + Inclusion of context around recommendations

RESULTS

- Documented application - for cross team collaboration
- Design system rebuilt - device agnostic / white labelling
- Steering conversation towards the art of possible
- Pivot from data entry to case management solution

Saint Gobain

Saint-Gobain Building Distribution UK and Ireland (SGBD UK), one of Europe's largest building materials distributors, on a critical business transformation program which started in 2010 to revamp its business processes, enhance competitiveness, and improve customer service.

OBJECTIVE

As a UX with a strong grounding in analysis and the science that surrounds delivery of solutions I was offered opportunity to engage team of creatives with experience I'd built up in cross disciplinary teams I've worked with. The Director of UX was keen to encourage the team to engage with data, in efforts to separate assumptions from observable truths to help the team set off from firm footing.

APPROACH

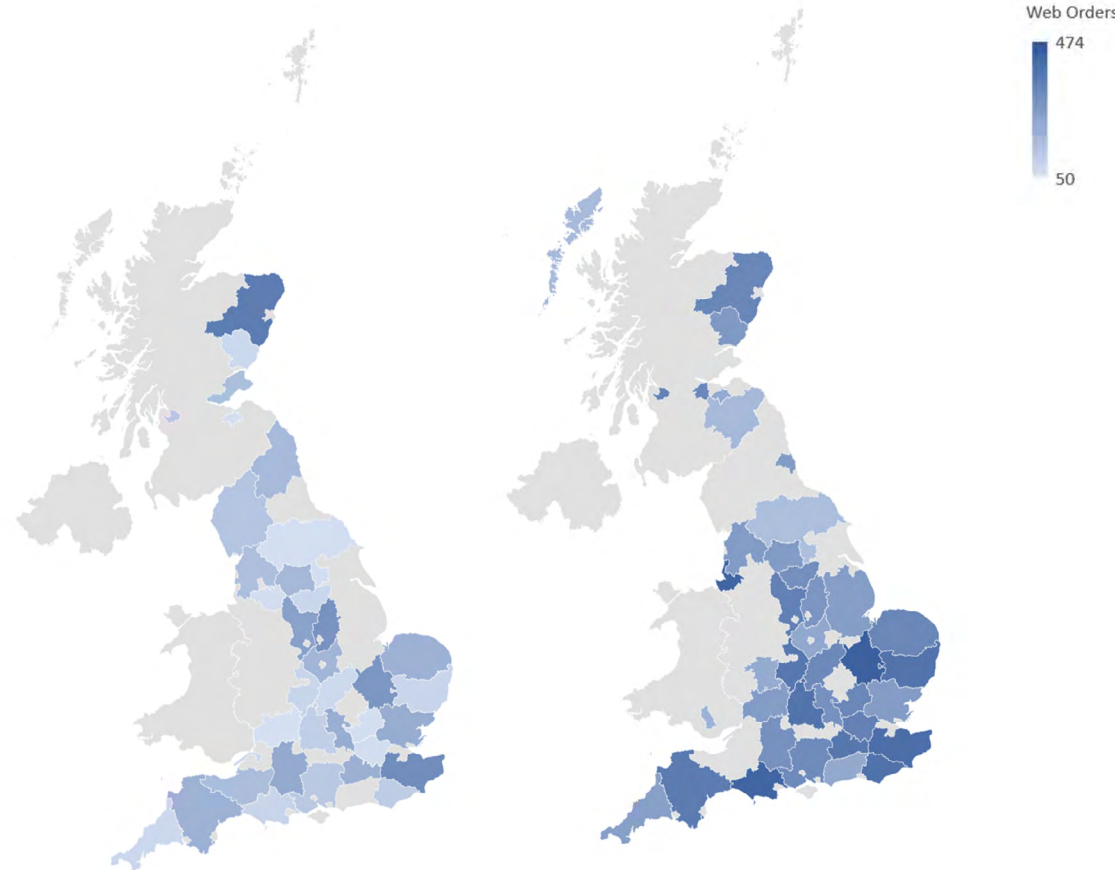
- + Heuristic review - I was tasked with reviewing the brands first ecommerce platform in the UK, delivered in the midst of lockdown with a skeleton team. My goal offer fresh perspective on some of the challenges we have at hand, which would benefit customers and brand alike.
- + Measuring impact of Issues - I partnered with member of datascience to bring about real world context of the "scale" of challenge the issues presented.
- + CRO Programme Support - In response to evolving product team I was offered opportunity to support conversion rate optimization team. Covering day to day challenges, removing blockers reported, working with stakeholders to map out needs, and deliver agile ceremonies to bring stability to a newly formed cross functional team.
- + eCommerce audit - I was approached by the Directors of Digital Marketing and UX - for recommendations on methods available to support internal CRO initiative. I supported product owner with research, analysis, and delivery of refinements to the UK sites over 2022/23.

RESULTS

[2020 - Heuristic Review of eCommerce platform](#)
[2020 - Documenting key journeys](#)
[2021 - CRO - Year 1 "Who wants..."](#)
[2022 - CRO - Year 2 "Building for..."](#)
[22/23 - CRO - Year 3 "Refinements which landed"](#)
[2023 - Year 4 - UX Audit - Low / No Dev Opportunities](#)
[22/23 - Jewson deepdive for Make](#)
[22/23 - Jewson - regional growth](#)

2022 / 23

WEB ORDERS / AT A GLANCE



CRO Initiative

12 months growth in campaign

Product views	▲ 0.7% / 2.9%*
Web orders	▲ 191%
Conversion rate	▲ 1.7%
Abandoned basket	▼ 12.4% / 9.3%*

8x8 Express

8x8 were looking to extend their present offering with an off the shelf communications solution. 8x8 needed means to compete with competitors who each offer a fully automated onboarding solution, focussed on helping users with little / no understanding to signup and onboard in minutes of signup. 8x8 Express - became the corporations first self service solution

PROJECT

- + Develop a self service configuration management solution for the SMB sector
- + Identify common issues existing small business customers report to our teams
- + Investigate how direct competitors and recent entrants to the market manage these issues
- + Product design and structure to be tested fully prior to hand over with development team with data to inform direction taken (supplied with concepts)

OBJECTIVE

- + Users looking for keenly priced alternative to sector leaders (Ring Central, Vonage,) and disruptors (Aircall.io, Messagebird, Zendesk) - soon joined by Google's Calljoy offering and Teams Small Business Solution
- + With small installs, customers prone to swapping service based on price / reliability and are able to do so with comparative ease
- + Customers need to be up and ready for action as quickly as possible, with confidence in the stability of the solution
- + Small business users are busy, have mixed exposure to VOIP from little to non
- + Small business users typically have no internal support to answer queries
- + Small business support team - limited resources + over stretched service already

APPROACH

- + Following User Centered Design principles - identify / replace assumptions with data. Informed by lean UX to deliver products to market at speed.
- + Pulling together SME feedback with support portal data, customer service ticket statistics to inform priorities in ideation, prototyping, testing
- + Transparency - fostering creative collaboration by delivering insights alongside data to the project team.
- + Drive to prioritise - Data analysis / prototyping / testing

RESULTS

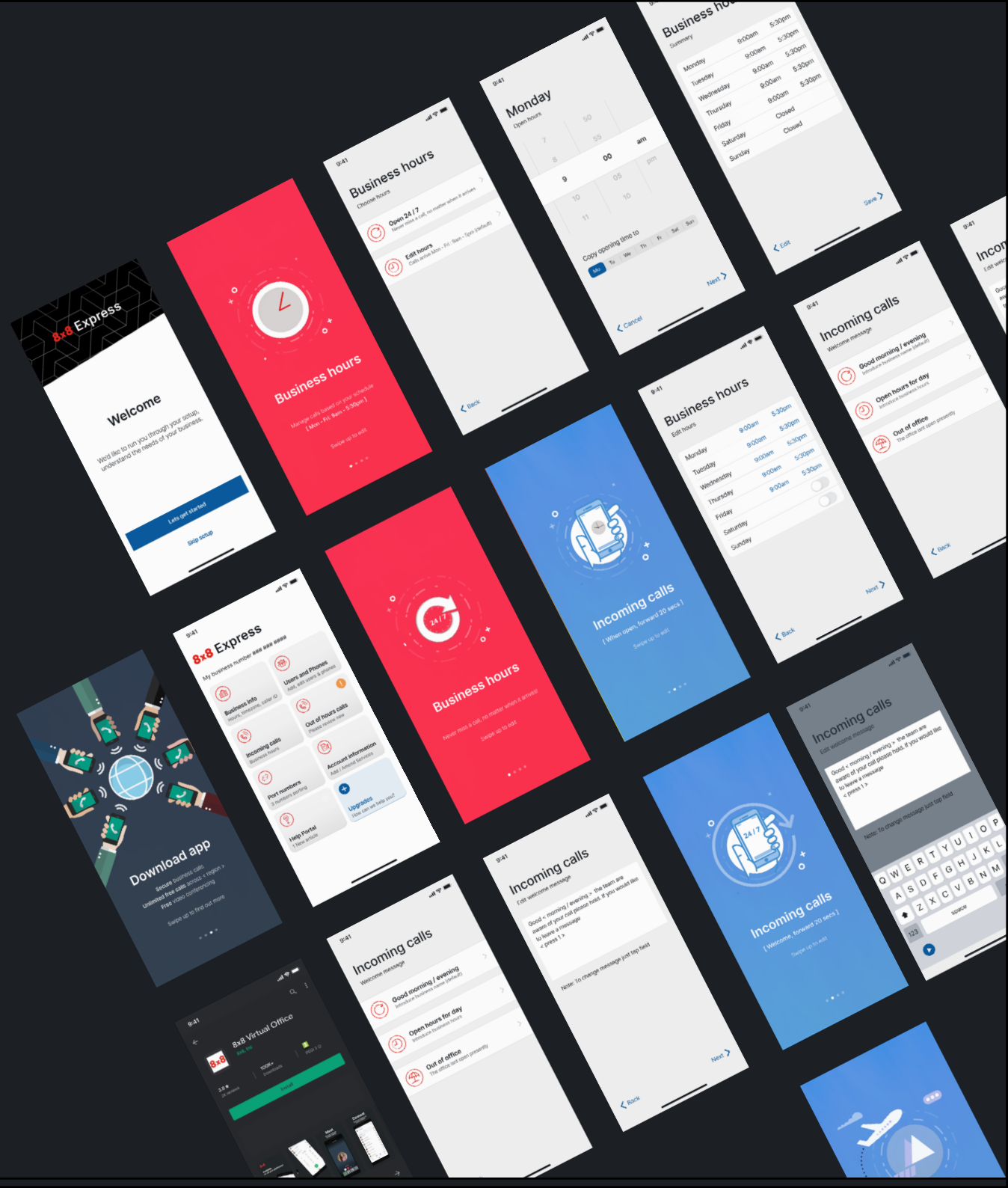
[8x8 Express - mobile experience \(FIGMA\)](#)
[Data sheet for 8x8 Express](#)
[8x8 Config Mgr - UX Audit](#)

8x8

Use your business number, from anywhere

Whether you work for a small business or a large corporation, 8x8 Express can be an indispensable part of your company's remote workforce and work-from-home strategy.

8x8 Express includes a Cloud phone, phone system management, directory services and more. It integrates seamlessly with 8x8 services, and 8x8 Desktop to provide users with the same features and benefits when they work remotely as they would have in their office.



Aquila Heywood

Aquila Heywood deliver support at scale for workplace and retail savings, out of the box support for all types of retirement income wrappers, across public and private sector in the UK.

OBJECTIVE

- + I joined the team as part of an ongoing business transformation project at Aquila Heywood. The UX team were tasked with a number of multi site initiatives. We designed, and delivered programmes to upskill development teams. Our aim to take the facets behind UX which would help analysts and developers understand the benefits of employing UX.
- + On a day to day basis I was tasked with documenting a legacy solution developed over decades, with a view to quantifying pain points, with view to refining the admin tools for an evolving user base.
- + Working within a tight knit design team we also built out ideas across web, presentation and to larger scale projects including the DWP Pensions Dashboard project funded initiative launched by PM Gordon Brown.
- + I spent half of my time working locally with the Altair product team, facilitating workshops with customers and developers alike. Much of the rest of the time was split equally between creative design, analysis and longer term UX/UI tasks.

PROCESS

- + With the benefit of a young product team we set about integrating analytics, and
- + Latterly I worked in a hands on role rectify UI/UX issues as required as the consisted of a back end dev specialists.

APPROACH

Heuristic Analysis:

- + Surfacing a series of key problem areas we worked on with development

Design System:

- + Prepared to guide the teams, in everyday project work.

Continuous learning sessions:

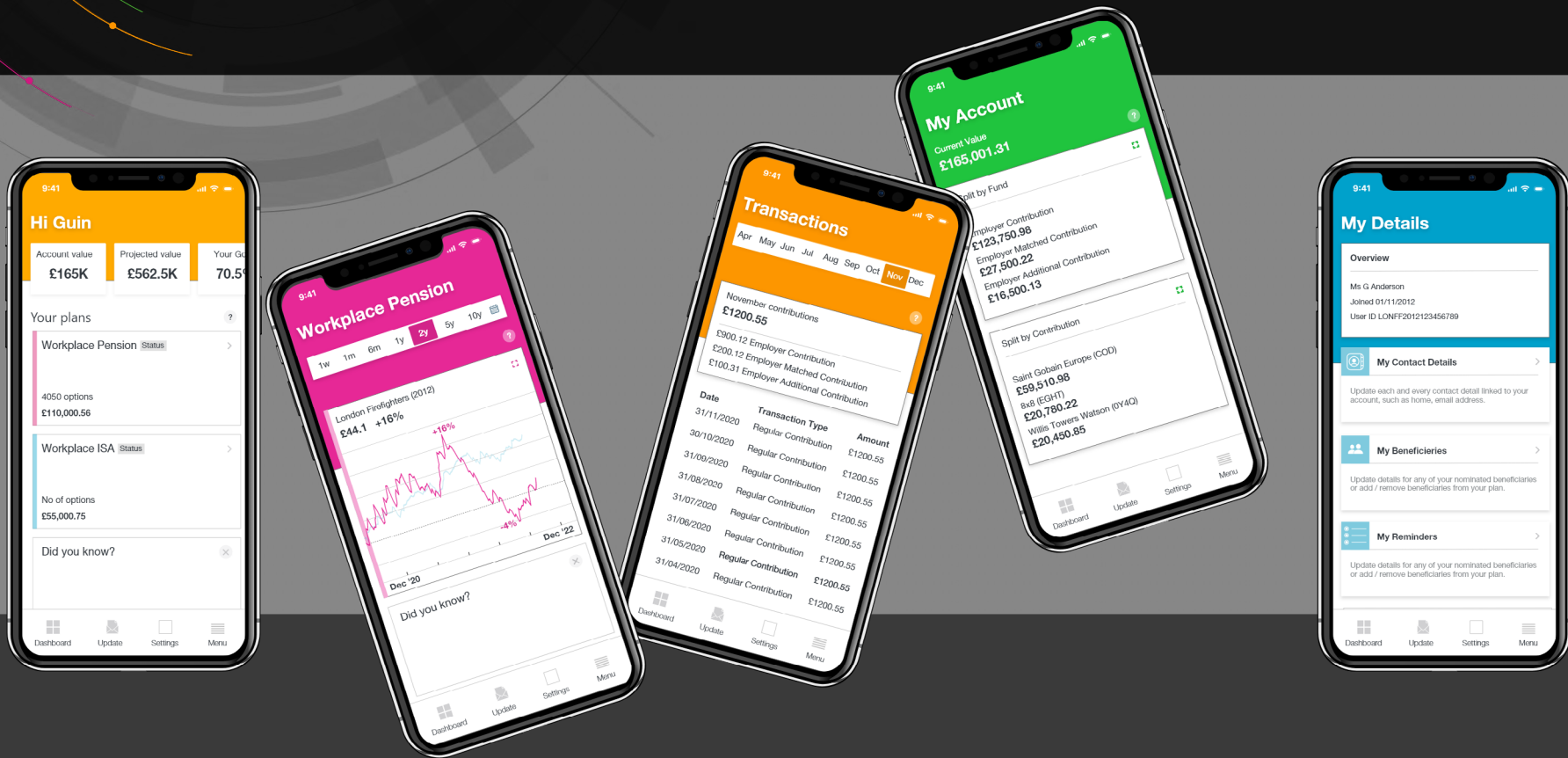
- + Prepped and delivered support to analysts and developers
- + Supporting cross team project work with objective / behavioural science driven methods

RESULTS

[Altair - Pensions / payroll mgmt 70% authorities in UK](#)
[Altair - Mobile First Customer Application](#)
[Visualisation / dashboards from Aquila Projects](#)
[Preparing design docs for enterprise application](#)
[Thinking Styles - Altair Platform](#)
[Altair Overview](#)

Altair™

Altair™ is a powerful payroll and pensions administration platform designed to meet the requirements of teams nationwide. Almost 90% of UK local authorities and many well-known private companies use Altair to administer their pension scheme. In early 2021 Altair went on to be bought by BlackRock as Aquila Heywood split in two.



Explore all Altair™ product verticals

● Company Schemes | ● Public Sector | ● Third Party Administrators

Vanessa

THE PILOT

“ Our team provides vital training and support to 380 fund employers. It's easy to work with the good ones, the others can be frustrating!



● GOALS

- My role is to make sure employers provide us with all necessary information on time! Member data, FRS17 forms, discretions policies and covenant details are vital.
- Because of the regulations the TPR put in place, I have to train employers to make sure they understand their obligations, follow our processes and monitor them.
- Identifying employers who repeatedly miss deadlines in order to report them to TPR.

● WHAT WOULD YOU CHANGE?

- More staff! By the time we've got round all the employers, its time to start training again as most of their staff have left. We just can't keep up!
- We just dont have time to teach some of them how to do things correctly, there's just no point

● ENVIRONMENT

- Our office is great now, everyone has two screens,
- We're meant to be paperless but we still end up printing loads.
- I spend 2 - 3 day each week visiting our Employers



IT LITERACY
Confidence: Very good

WORKING WITH
Pensions: Every day

PENSIONS
Knowledge: Excellent

SUPPORT
Team: Top-notch

Vanessa is an Employer Liason Officer and is 37 years old. She's worked with the council for several years and is hoping to get promoted to Pensions Manager when the current one retires. Vanessa enjoys her job, though it can be quite frustrating having to constantly retrain employers or worse, when they dont want to co-operate with her.

Digital Due Diligence

The team behind at SBG behind one of the analysis toolkits used across Formula One, the Premiership and several large sport events asked for a review of components within their toolkit. Looking to gain insight into how the tools that have brought them so much success could be finetuned to bring them to the next level.

PROJECT

I joined the SBG in freelance mode to prepare concepts for presenting volumes of data collected by telemetry devices, cameras and OB units at major sporting events. The goal to put users back in control of the vast array of information. 70% of Premiership teams use Matchtracker as part of a suite of solutions which enable engagement with events, spatio-temporal tracking, and biometric data. Dashboards displaying statistics and other information provide the option for quantitative analyses and allow the comparison between player and team performances. Offering objective context to inform training priorities, predict future performance, and match lineups.

OBJECTIVE

My aim to free users to engage with the wealth of data captured and pulled from multiple systems. The data itself presently surfaced as an array of timecoded events, a form which required alot of manual work to support end users engage with a static model of the data accumulated and navigable primarily via specialist analytics packages targetted at the scientific communities.

WORK

Having a background in time based media, and post production I had a strong sense where the solution existed and set about considering the goals SBG had identified in the process of interviewing clients.

RESULTS

[Before: Wires supplied with outline](#)

[After: Intelligent timeline nav/visualization](#)

FIGURE ONE: (Before) “MatchTracker” Wireframes from SBG Sports

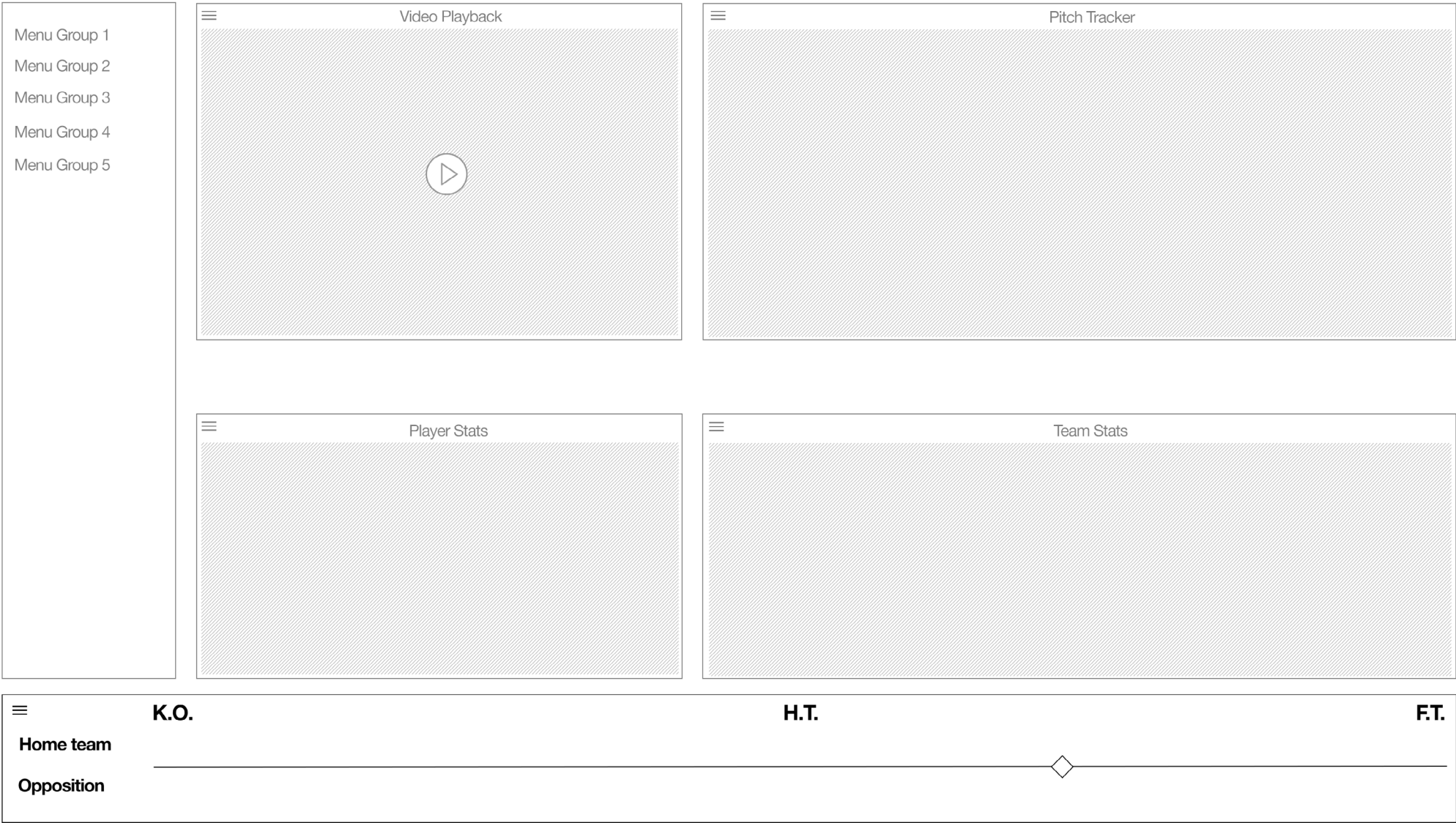
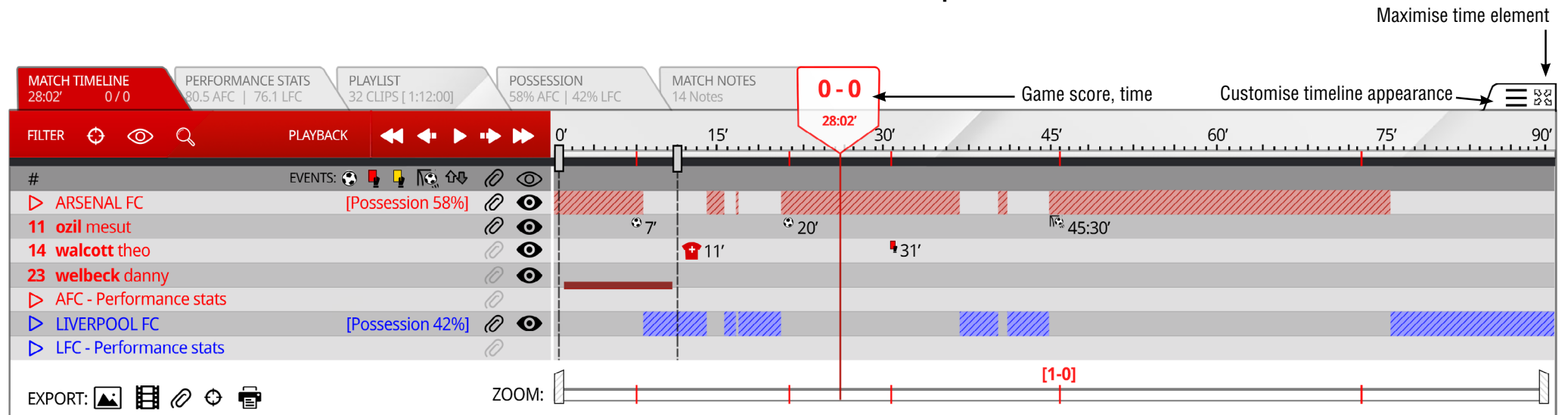


FIGURE TWO: “MatchTracker” - Match Timeline reinvisioned - Customisable Timeline Component



Adding filters to timeline

Enable users to swiftly export all data as:

- Stills (selected within game)
- Video segments (selected within game)
- Notes (linked to the game)
- In terms of Events overview
- Print the present view

Filter menu:

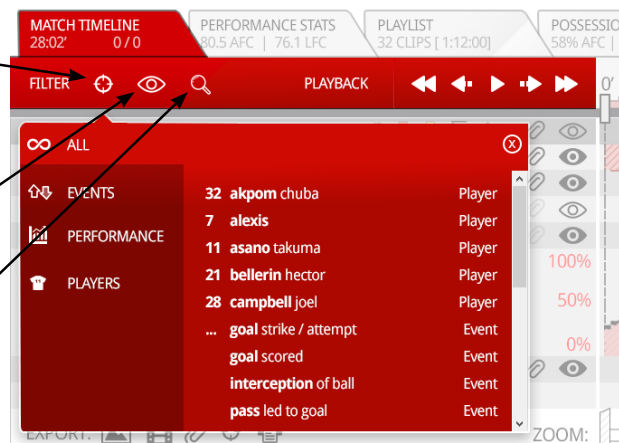
- Events (red card, yellow card etc)
- Performance (players matching specific stats (goals / passes / interception))
- Player name

Filter by “priority” assigned to player:

- Only show priority players
- Show all players

Filter by “bespoke search”based on:

- mixture of properties specific to players, performance, events



Active filters (icons match filter menu)

Display players who've made goal attempts

Display players awarded cards

Display players who have scored

Display transfers

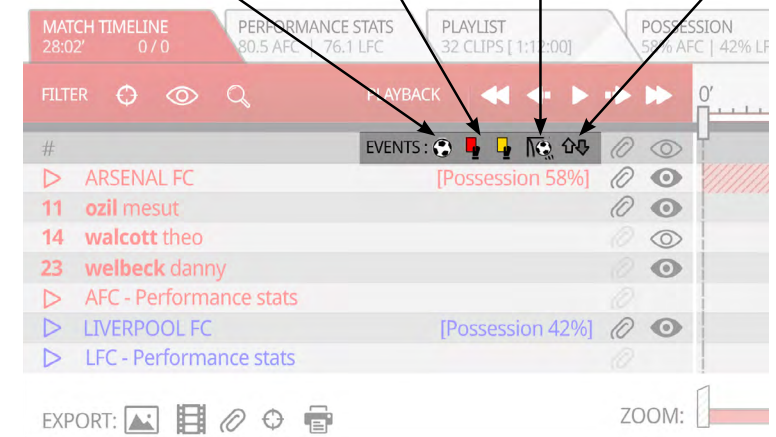


FIGURE THREE: “MatchTracker” - Match Timeline reinvisioned - Drill as far down in discrete region - in sync with video

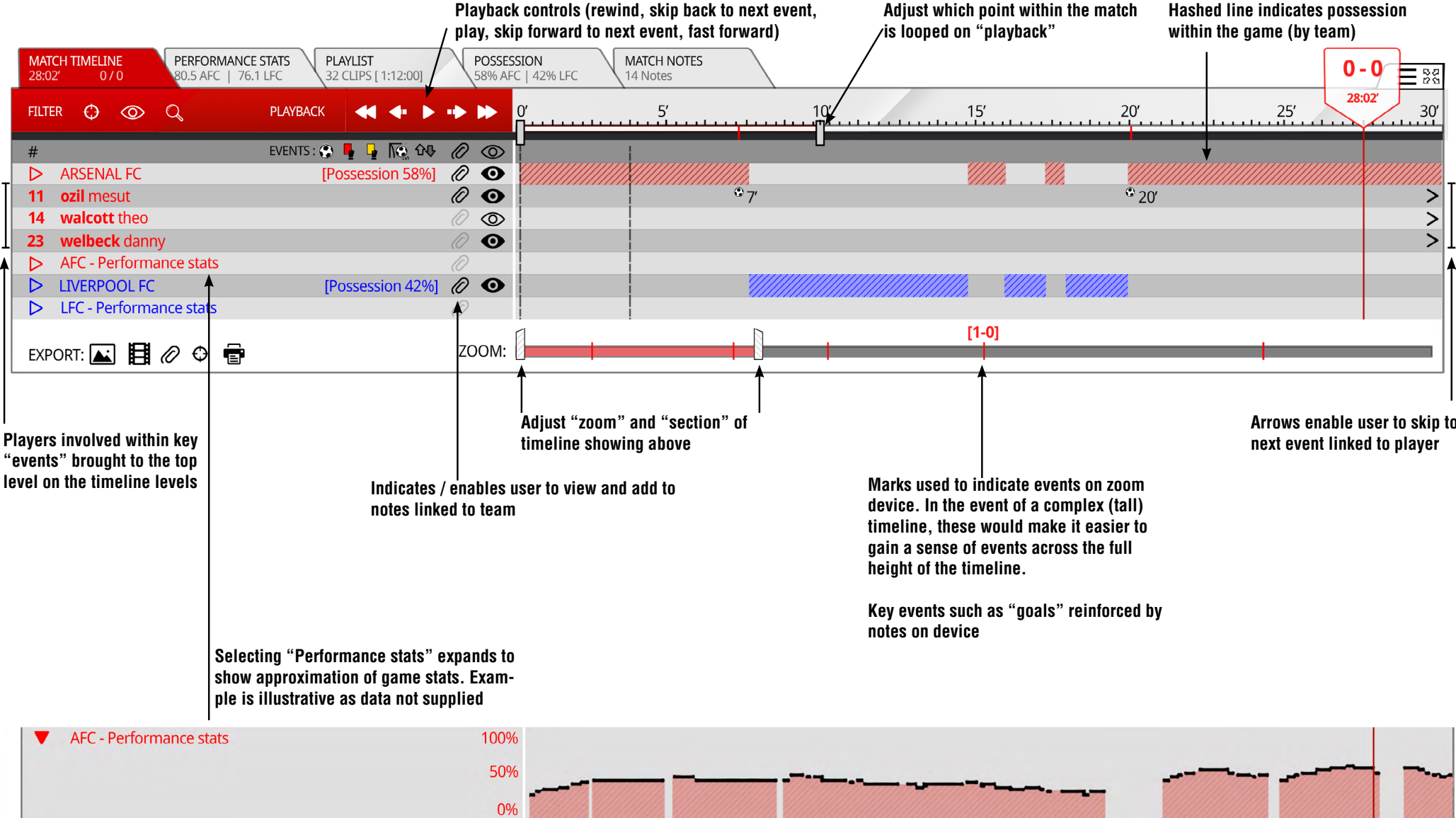


FIGURE FOUR: “MatchTracker” - Performance - Customisable component configured per user

Performance Statistics Tab

MATCH TIMELINE
28:02' SCORE: 0 / 0

PERFORMANCE STATS
80.5 AFC | 76.1 LFC

PLAYLIST
32 CLIPS [1:12:00]

POSSESSION
58% AFC | 42% LFC

MATCH NOTES
14 Notes

FILTER

PLAYBACK

EVENTS:

#	NAME			SHOTS	GOALS	RED CARDS	TRANSFERS	YELLOW CARDS	NOTES
11	ozil mesut			2 (3.4 AVG)	1 (1.1 AVG)	1 (1.1 AVG)	1 (1.1 AVG)	1 (1.1 AVG)	Lorem ipsum dolor sit amet, consectetur adipiscing elit ut to [READ MORE]
14	walcott theo			0 (1.2 AVG)	0 (0.5 AVG)	1 (0.1 AVG)	0 (0.2 AVG)	0 (0 AVG)	
23	welbeck danny			0 (1.2 AVG)	0 (0.5 AVG)	1 (0.1 AVG)	0 (0.2 AVG)	0 (0 AVG)	

EXPORT:

Caravan Club

Membership portal had evolved over ten years with waves of contractors leaving ecommerce experience unbalanced, with significant experience jumps. I led process of documenting user journeys, qualifying anomalies and process of refreshing key product pages, digital assets and ecommerce offering which services membership of 1 million members

membership area

join

travel
worldwide tours

VIEW HOLIDAYS

PROJECT

I joined the Digital Transformation Team brought in to deliver a 3 year digital transformation project for one of the oldest charities in the UK.

OBJECTIVE

- + The teams portal and e-commerce solution had been developed in waves by contract resource. This led to inconsistencies in styling / frameworks used / pace and significant experience jumps.
- + The support teams working at Caravan Club were spending more and more time answering queries and making bookings on behalf of frustrated visitors. Booking journey frequently led users 4 / 5 steps before qualifying availability, and the site was leading to a significant cost to customers and support team alike.
- + Immediate priorities were to identify, test approaches to removing experience jumps. Offer review of areas to be reworked.

DISCOVERY

- + Map out the e-commerce offering, built over the past eight years by successive development teams. I subsequently split the overarching structure into product centric user flows and screen capture packs to ensure that each developer could see the extent of each journey easily.
- + Identify issues within the offering and technologies used presently, document workable solutions in a format which worked for both project managers and development teams.
- + Investigate third party sites to be refreshed, investigate existing code base, and compile new stylesheets to implement refresh on third party sites.

RESULTS

[Discovery / Ideation / End Result](#)

UK Holidays

Spooktacular half term adventures for all the family. In one of our X sites

Plan your getaway

Late availability

Be Inspired!

UK Route Planner

Site Offers!

5

Easy book

Destinations...

Cotswolds

Cumbria

Devon & Cornwall

East Anglia

East Midlands

North Ireland / Ireland

North East England

North West England

Peak District

Scotland

Southern England

Wales

Looking to travel...

DD/MM/YY

DD/MM/YY

Search

Search by map

Late availability

Certified sites

Family getaway

Historical breaks

Sporty breaks

Peace & Quiet

Family Getaways in Cotswolds...

Præsent vehicula luctus



Fringilla pharetra. In rutrum hendrerit diam nec ultricies. Pellentesque sed nisi dui. Aenean placerat purus.

Donec neque elit

Mauris facilisis augue felis



Fringilla pharetra. In rutrum hendrerit diam nec ultricies. Pellentesque sed nisi dui. Aenean placerat purus.

Donec neque elit

Morbi odio lectus, lacinia



Fringilla pharetra. In rutrum hendrerit diam nec ultricies. Pellentesque sed nisi dui. Aenean placerat purus.

Donec neque elit

Maecenas nisl orci



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Donec neque elit

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Maecenas nisl orci



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Donec neque elit

What's on in 2016?

Aliquam id tortor tincidunt vulpu

17/09/15 by Reader #1

Pellentesque nulla ac

17/09/15 by Reader #1

Quisque eu nunc sit amet lacus

17/09/15 by Reader #1

eCommerce Refresh

Mobile visitation, engagement, bookings

Mobile Visitors ▲ 14%*
Revenue boosted ▲ 3.6%
Bookings surged ▲ 14%
Membership ▼ 13.4%

CLS Limited

CLS combine data, technology and expertise with risk capital to create risk solutions for residential and commercial property transactions throughout UK and Europe. Helping commercial and B2C clients de-risk their investments with insurance backed solutions.

OBJECTIVE

- Apply a visual facelift to deliver a more contemporary feel in line with the refreshed brand image
- Deliver a flexible CMS based UI - the bespoke CMS we were replacing was inflexible, content could not be edited by teams outside of I.T. Small textual changes to the website can tie up developers for two or more days a week
- Marketing/ targeted sales - ensure that on and offline marketing activity can be integrated within the CLS website, measured and refined to enable the team to adopt partnerships with key third parties in the conveyancing and insurance market place
- Management reporting issues - presently management reports are rigid and do not return key data which is required by the business meaning several days a month where key members of the team are tied up processing data manually
- Ensure branding remains contiguous on and offline for the groups divisions.

PROCESS

Having reviewed the card set based spec:

- I set about translating the card set compiled by the systems architect into a living breathing set of user flows, and low fi wireframes which could be used within stake holder meetings. These gave stakeholders a concrete point of reference for the project and assisted process of keeping the development in close contact with the evolving needs of the business.
- working with the marketing team we collectively focussed on making the accessible and more abstract aspects of the development accessible to teams across the team, to ensure the business as a whole felt invested in the process, and more importantly to make sure key issues could be identified and rectified early within the process.
- Latterly I worked in a hands on role rectify UI/UX issues as required as the consisted of a back end dev specialists.

RESULTS

[Overview of Discovery / Ideation](#)

Bespoke Development

Heavily regulated space

Clarity and continuity is essential in the property transaction process to help ensure legal professionals can access the right information about land / properties with forensic detail to help them give their client confidence.

- I joined the project - which had lost traction. Weighty specs were prepped by analysts but indigestible. I translated the documents into assets, to support the development, and delivery of a suite of solutions
 - supporting proptech professionals across the UK
- Supported dev / design of an automated policy document production solution
- Delivery of Dynamics solution supporting a conveyancing panel, working with solicitors across the UK
- Back office system designed, tested and delivered to support internal team of legal specialists

KATE FISHER

PRAGMATIC UX | PASSIONATE | DATA DRIVEN | ANALYST

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