



Chris Steel

Profile / summary

Experienced Senior Product Designer, with expertise across a broad range of industries including fin tech, government, education and healthcare, adept at delivering great customer experiences to drive business efficiency, compliance and revenue.

Key strengths include; analysing root cause of key problems and designing solutions that deliver tangible client satisfaction and business value. Translating customer voice into technical terminology - sharing user experience narrative to achieve buy-in as well as agreement to change. Designing for impairments - ensuring products and services are inclusive and accessible. Developing strong stakeholder relationships - taking time to understand individual challenges, strengths and limitations to inspire trust and drive a culture of empowerment.

Recent highlights

- WiredScores Accredited Professional Platform was setup to allow only one Accredited Professional (AP) to work on a certification at once. While researching with APs, they had mentioned that working on a certificate with the colleagues would be of great help. Allowing colleagues to work together would speed up delivery for not only APs, but the clients receiving the certificate. I researched, designed and tested a options that would enable APs to share with their colleagues, as well as allowing our Ops team to do the same if required. **An efficiency gain was estimated to be over 10 hours for one certification.**
- At Seedrs a problem identified as founders not reaching out to potential investors. As Senior Product Designer, increased visibility to potential investors to drive conversion. I understood founder's challenges and their inaction. I assessed data requirements and availability, engaged data and engineering, designed a dashboard and tested it with founders and staff. **Succeeded in founders taking action (1,500 views a month) to reach out to their potential investors and efficiency gains for staff.**
- Seedrs needed to have one place for information for unstructured data to be stored and accessed, to meet FCA regulatory requirements. I streamlined processes to capture, check and store data. Collated issues from different teams; engaged external suppliers on software demos; worked cross-functionally to develop functionality within existing in-house tool; created one source of truth; led user testing; and designed future automation roadmap. **Succeeded in achieving efficiency gains of 7 hours to fulfil an FCA request.**

Career history

WiredScore

Senior Product Designer | September 2023 to November 2023 (Redundancy)

WiredScore defines and certifies digital connectivity and smart technology in homes and offices on a global scale, aiming to make buildings better connected.

- As Senior Product Designer, led the design outcomes in the Partner team, focused on Accredited Professionals who work with WiredScore to sell on our behalf globally.
- Worked on quick win initiatives delivering value to the Accredited Professionals and the Platform they use to score and certify buildings.

Key skills

- User research
- User testing
- Problem solving
- Workshop delivery
- UI design
- UX design
- Service design
- Innovation & visionary thinking
- Accessibility focused design
- Strategy delivery
- Stakeholder management
- Root cause analysis

Education

Northumbria University · 2007 - 10
BA (Hons) Interactive Media Design

Hobbies and interests

- Skiing (over 20 years experience)
- Camping and outdoor expeditions:
 - Yorkshire 3 Peaks walk (24 miles)
 - Lyke Wake walk (42 miles)
 - Long Trail, VT, USA, (5 day expedition)
- SCUBA diving
- Rock climbing
- Cycling around the countryside



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Seedrs / Republic

Senior Product Designer | May 2021 to June 2023 (Redundancy)

Seedrs is an online equity crowdfunding company, intending to democratise early-stage investing for everyone, acquired by US firm Republic in 2022.

- As Senior Product Designer, led the design outcomes in the Founder team, focused on customers raising funds on the platform, reporting to the Global Retail Design Director.
- Oversaw design outcomes in the Founder team, prioritising customers who raise funds on the platform and ensuring their needs informed product and engineering decisions.
- Designed and delivered process to capture investors' preferences on which campaigns they wanted to invest in, which was used to tailor future emails.
- Decreased time taken to complete a lengthy tax form by 50% through restructuring and organising the form to enable easier completion and review of data submitted.
- Implemented dashboard, increasing early communication between founders and potential investors, leading to improved conversion rates.

Key projects & achievements:

- Resolved issue of due diligence questions which was causing campaign fails post funding and wasted resource costs, reducing form completion time by 41% and increased same-day submissions by 67%.
- Increased visibility to founders of potential investors to drive conversion rates. Founders viewed dashboard 1,500 in one month.
- Streamlined data storage and collection to meet FCA regulatory requirements, creating centralised evidence hub, designing future automation roadmap and achieving efficiency gains of 7 hours per FCA request.

Foreign and Commonwealth and Development Office (FCDO)

UX / UI Designer | June 2017 to May 2021

The FCDO is the UK government department responsible for protecting and promoting British interests globally, with 17,000 employees based in diplomatic and development offices worldwide.

- As UX / UI Designer, worked across all project stages, applying a user-centred approach and design thinking practices, reporting to the Lead on Design and Design System for Internal Tools.
- Collaborated with stakeholders to create deliverables such as personas, service blueprints and high-fidelity wireframes, ensuring inclusivity and accessibility.
- Implemented User-Centred approach and Design Thinking practices across all project stages.
- Developed inclusive, accessible wireframes, increasing awareness and understanding among developers.
- Established stakeholder collaboration structure, to improve communication and decision-making.
- Created and deployed design system for the developer and business community, raising design standards and enhancing quality and consistency in design work.

Key projects & achievements:

- Streamlined process to reduce the time taken to submit travel plans and embed new process, decreasing admin overheads, reducing incident response times and creating single source of truth for duty officers.



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Earlier career

Graphic Designer | October 2010 to November 2016

Undertook print and digital projects in different fields from private healthcare, commercial print house and a global edtech company.

Recommendations

Product Design Manager, WiredScore

Chris would be a value add on any team. Aside from being a pure joy to others, he has the curiosity and humility to navigate complex problem and opportunity spaces exceedingly well. He brings a can-do attitude, the ability to collaborate well and is always up for working on a challenge. He delivers designs with speed to a high standard. At WiredScore, he was able to pick up a new industry and understand the unmet needs of a specific user base to prioritise high value features with relative ease. I would definitely recommend Chris to any company who's looking to trust someone with a lot of responsibility to get it done.

Director of Partner Programmes, WiredScore

"Chris is a conscientious, creative, and intelligent product designer. At WiredScore he quickly understood the complexities of the business and was able to deliver high-impact work. He excels at all stages of design, from initial requirements gathering through to solution design and sign-off. Chris is a great team player, willing to help others out and take feedback on his work. He is a superb addition to any team looking to boost their product design function."

Product Manager, WiredScore

I had the pleasure of working with Chris at WiredScore and from day one, Chris committed himself to understanding our business and user needs and was up and running in record time. His dedication to exceptional user experiences revitalised and transformed our digital platform, improving engagement across all global markets. Outside of product design, Chris was an approachable, dedicated and thoughtful team member who I thoroughly enjoyed working with. If you are looking for a solid Senior Product Designer with extensive experience, I cannot recommend Chris highly enough!

Staff Product Designer, Seedrs

"Working with Chris at Seedrs was a privilege. He seemingly effortlessly adapts to new challenges, and his passion for accessibility and design process makes him an outstanding collaborator and team member. Throughout our mentorship journey, his enthusiasm for learning and openness to guidance shone brightly, making our work together a joyful experience. Chris is a reliable individual who can be counted on to make valuable contributions to any product team."

Engineering Manager, Seedrs

"I manage a team of engineers that Chris was the designer for. He was really good with the team - he would always check what the limitations of the tech were so he could provide an appropriate design, always thought through what we were trying to accomplish and would challenge it when he thought right, would gather feedback and was always flexible with his approach. Last but by no means least, he always brought a upbeat attitude to the team which made work easy and fun. He is very friendly, empathetic and supportive."