

Chris Wright

Senior Product Designer

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I design complex SaaS products across B2B and B2C environments, with a focus on multi-platform portals, product ecosystems and design systems. Over nine years leading design inside cross-functional teams, bringing structure, clarity and usability to products with deep domain logic and operational complexity. Experience spans EV charging/energy, fintech, shipping operations and AI-driven training products. Actively working at the intersection of design systems and AI — building systems for both human designers and AI-powered tooling, and using AI to accelerate documentation, research synthesis and prototyping.

EXPERIENCE

Senior Product Designer · Ohme

Aug 2024 – Present

Working across Ohme's B2B and B2C products as part of two cross-functional squads, covering purchase, fulfilment and portal products. Scope includes multiple portals used by installers, customers, dealers and internal teams, along with design system governance across the portal ecosystem.

Design systems

Building Ohme's multi-product, multi-mode design system — designed for flexibility and consistency across an interconnected portal ecosystem. Own the governance approach, documentation standards and cross-team adoption, working closely with engineering to ensure the system is practical and actively used.

Research & discovery

Conducting observational field research with installation partners, synthesising findings into presentations and reports that shape product decisions. Leading workflow mapping, structured discussion guides and survey-based research to validate assumptions and inform design direction.

Product direction & scaling

Co-defining quarterly priorities with product leadership and presenting direction to C-suite. Established documentation standards, onboarding materials, and automated validation that would enable a second designer to be productive within their first week — building for scale beyond myself.

Lead UX Designer · Marcura

Apr 2023 – Aug 2024

Lead designer on a greenfield development project within Marcura's suite of SaaS products for maritime and shipping operations.

Key work

Owned end-to-end UX for a new product covering financial comparison and negotiation, claims management, terminal benchmarking, analytics dashboards and event history. Highly specialised domain with complex operational rules and workflows previously managed through fragmented manual processes.

Impact

Delivered greenfield product UX in a regulation-heavy domain. Translated specialised operational processes into clearer structures that reduced reliance on manual workarounds.

Lead Product Designer · Better.co.uk

Jul 2022 – Mar 2023

Worked across the Better.co.uk product suite during acquisition, restructuring and rebranding, focusing on design system development, user acquisition flows and customer-facing consistency.

Key work

Led the complete rebrand of the website to align with parent company Better.com — auditing the existing 250-page site, developing a new Figma design system, and delivering in just four weeks (compressed from the original three-month timeline). Sole design resource. Partnered with a PM to build a business case for user testing, resulting in significant investment.

Impact

Delivered rebrand under compressed timeline as sole resource. Established new design system improving consistency and reducing future design/dev time. Secured user testing investment enabling insight-driven product decisions.

Owned UX across two core SaaS products — Sea Ops and Sea Contracts — combining discovery, research, IA, interaction design and close collaboration with product, engineering and domain specialists in maritime shipping.

Sea Ops — COA feature

Led end-to-end design of the flagship COA (Contract of Affreightment) feature. Introduced the Stimulus → Intent → Action → Success framework to define journeys. Worked with engineering on event-driven architecture for real-time vessel, delay and cost data.

Sea Contracts — Audit & History redesign

Owned UX direction for contract history, audit and negotiation flows. Mapped real-world maritime contract processes with domain experts. Redefined the audit model to support multi-stage edits and approval within legacy constraints.

UX Designer (Lead) · Travelex

Aug 2019 – May 2020

Lead product designer on goTaxFree, a greenfield start-up inside Travelex to digitise the UK VAT refund process. Owned end-to-end design across native iOS/Android apps, retailer web app and internal tools.

Impact

A key experiment revealed users valued time savings over financial reward — fundamentally shifting product positioning. Delivered validated pilot with Oliver Bonas that informed wider product strategy.

Product Designer · OneDome

Jan – Aug 2019

Owned Mortgage Passport design (revenue-generating online mortgage application) and later expanded into conveyancing marketplace and property search. Usability testing with mortgage brokers and compliance specialists.

UX Designer · Gweek

Apr 2018 – Jan 2019

First design hire. Established design function and introduced structured user research. Led UX across native iOS/Android apps and web platform during B2B to B2C transition. Redesigned onboarding and speech feedback experience.

UX Design Consultant · Cordis Solutions

Apr 2017 – Apr 2018

Sole designer across multiple companies. Websites, intranets, SAP UI5 interfaces. Transition role into UX.

Motion Graphics, Video & DVD Authoring · Various

2004 – 2017

13 years in broadcast and home-entertainment production. Visual storytelling foundations that inform my design approach.

SKILLS & TOOLS

Design

Product design, design systems (architecture, governance, tokens), interaction design, IA, prototyping, UI

AI

AI-enhanced design workflows, Claude, MCP integrations, Figma, design token systems

Tools

Figma, Storybook, Jira, Miro, Adobe Creative Suite, After Effects

Research

Interviews, ethnographic research, usability testing, surveys, preference testing, field observation, competitor analysis

Collaboration

Cross-functional leadership, stakeholder alignment, C-suite presentation, mentoring

Technical

HTML/CSS, reviewing React PRs, configuring analytics (PostHog, Mixpanel), YAML/JSON specs, CLI tooling, Git workflows

EDUCATION & CERTIFICATIONS

FdSc Web Technologies

Birkbeck, University of London · 2014–2017

UX Design

CareerFoundry · 2016

BTech Music Performance

Brooklands College · 2000–2003

Designing Complex Apps for Specialised Domains — NNG

Facilitating UX Workshops — NNG

Storytelling to Present UX Work — NNG

Conducting Usability Testing — IDF