

Chris Wright

Senior Product Designer

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PROFILE

I design complex SaaS products across B2B and B2C environments, with a focus on multi-platform portals, product ecosystems and design systems. Over eight 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. I 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. Designed a competitor analysis covering multiple charger manufacturers, examining screen UX, feedback mechanisms, app integration and user sentiment.

Product direction & AI

Presenting design concepts and product direction to senior stakeholders including C-suite when work affects strategic or cross-team areas. Created a research and design roadmap aligned to the development roadmap, and took the initiative to create onboarding materials for new team members. Exploring how AI-enhanced workflows can improve the speed and quality of design system documentation and adoption.

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. Ran discovery research with internal teams, external partners and end users to understand real-world workflows, constraints and domain-specific logic. Validated designs through iterative sessions with product, engineering and compliance stakeholders. Contributed to design decisions across the wider Marcura ecosystem.

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 for much of the project, collaborating with US-based colleagues while retaining UK product autonomy. Partnered with a PM to build a business case for user testing — researching platforms, running demonstrations and presenting to senior stakeholders, resulting in significant investment. Mentored junior designers and supported design team coordination.

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.

UX Designer | [Sea/ by Maritech](#) · May 2020 – Jul 2022

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

Sea Ops — COA feature (Year 1)

Led end-to-end design of the flagship COA (Contract of Affreightment) feature. Ran structured discovery with customers and stakeholders. Introduced the Stimulus → Intent → Action → Success framework to define journeys and remove ambiguity. Worked with engineering on event-driven architecture for real-time vessel, delay and cost data. Delivered workflows replacing fragmented spreadsheet/email processes.

Sea Contracts — Audit & History redesign (Year 2)

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

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 for non-EU tourists. Owned end-to-end design across native iOS/Android apps, a retailer web app and internal tools. Defined design approach, research plans, success metrics and early design system foundations.

Research & experimentation

Conducted ethnographic research, interviews, preference tests and role-play experiments. A key experiment revealed users valued time savings over financial reward — fundamentally shifting product positioning from process-centric to benefit-centric.

Impact

Delivered validated pilot programme with Oliver Bonas that informed wider product strategy. Established design foundations and research practices for a new revenue-generating product line.

Product Designer | [OneDome](#) · Jan – Aug 2019

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

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. Improved onboarding by simplifying sign-up, redesigning promo-code flows and replacing text-heavy introductions with value-focused screens. Redesigned speech-feedback experience with visual scoring and streak indicators, increasing retention and engagement.

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 shaped my design approach.

S K I L L S & T O O L S

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

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

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

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

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

E D U C A T I O N & C E R T I F I C A T I O N S

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 — Nielsen Norman Group · Facilitating UX Workshops — Nielsen Norman Group · Storytelling to Present UX Work — Nielsen Norman Group · Conducting Usability Testing — Interaction Design Foundation