



Hello

I'm Steve Wood, a UX Designer

My knowledge of the digital world spans a 15 year + career working with agencies, start-ups, big brands and FTSE 100 companies.

But my approach remains the same;

**Discover
Strategise
Design**

Test  **Learn**  **Improve**  **Repeat** 



The challenge I enjoy the most is working with mixed disciplined teams to diagnose the core problem (why, why, why) and then designing and learning as efficiently as possible (design sprint, test, iterate).



British Gas Home – UX Designer

Apr 2020 - Present

I was chosen to be the lead UX for the live chat channel that was transitioning to a chatbot. I was in charge of the re-brand as the company wanted to introduce 'Cosmo' to be its face. As well as driving change to the interface, I helped shape strategies around containing query's without live agent escalation by directing customers to digital journeys or content. I also created a service design – helping to retain customers where Cosmo looks up deals for those who wished to cancel a service. Other achievements included:

- Driving the team and the organisation forward using MIRO to remain effective whilst working virtually.
- Looking at smart ways to segment customers to funnel them faster.
- Using Natural Language Understanding (NLU) to triage a customers problem.
- Using NLU to train the bot AI to get better matches to customer problems.
- Split testing interface and copy variants to improve conversion.
- Leading a mixed disciplined team to conduct brand research and design for the look and feel of 'Cosmo's face – using quant and qual to test the brand.
- Usability testing the new UI – overseeing the implementation of it by 'Nuance'.
- Overall digital conversation strategy and design principles for chatbot features based on Value Proposition Design techniques.

Six million live chats are started each year. AHT was reduced by 2 mins due to implementing an automated ID and verification step handled by the chatbot.

British Gas Business – UX Designer

Oct 2018 - Mar 2020

I've been involved in all aspects of user experience. Such as user needs research, behavioural science & cognitive science-based usability testing (in a custom-built onsite usability lab), data analytics and user interface design, including final visual design and finesse. Some of my responsibilities have included:

- Running Design Sprint workshops to discover, design, test and learn from ideas in just four days.
- Delivering a self serve moving premises journey saving the business £400k pa.
- Using monthly analytics to continually improve user journeys and conduct split tests to fine-tune conversion rates.
- Using personalisation to target users with relevant content.
- Running and teaching Design Thinking workshops, Growth Sprints, Discovery, Mapping and Content Strategy sessions.

From Dec '19 to Jan '20, we ran Design Sprints at scale. The business shifted from delivering outcomes to working on problems. This was born from seeing the fantastic results a Design Sprint strategy achieved where I ran one with a team from Industrial and Commercial Energy. I advised on setting up Mixed Disciplined Teams (MDTs) and how to keep the development wheels turning as we moved through concurrent cycles of discovery, define, design and deliver. I was running a Design Sprint every other week for almost four months.

A self-serve experience for moving premises saved over £400k pa

£550k pa was saved by offering a digital onboarding journey

A digital letter of authority solution for brokers saved £250k pa



WORK HISTROY

KPMG – Lead UX/UI Designer

◆ Jul 2015 - Sep 2018

Next Lead UX Designer

◆ Jun 2014 - Jul 2015

Dunelm Mill UX Designer

◆ Feb 2014 - Jun 2014

BT Wi-Fi UX Designer

◆ Aug 2013 - Jan 2014

Freelance Digital Design Consultant

◆ Jan 2012 - Jul 2013

Propeller Communications Creative Director

◆ Sep 2005 - Dec 2011

TOOL BOX

Strategy, Design & Prototyping

Figma
Sketch

Miro
Axure RP

Marvel
InVision

Photoshop
Illustrator

QUALIFICATIONS

Graphic Design BA Hons

Oct 2002 - Jun 2005

Coventry University
2:1

Art & Design

Sep 2001 - May 2002

Foundtion Studies, Warwickshire College
Merit