

Design

PORTFOLIO

BY ROB ARMES

What I can bring

Build up and always encourage

Support, help people grow and publicise great work

Just listen when someone asks

*It's easy to jump in, try to resist
and just be present*

Be real and authentic

People see right through you when your not



My design manifesto



Always read between the lines, analyse.

*What people **say** they want isn't necessarily what they **need***

Have evidence for contentious topic discussions.

*Providing **research findings** always trumps **unproven assumptions***

Accessibility from the get go.

*A **key part** of the process, not an **afterthought***

Keep it super simple. (KISS)

*Easy to **add more** to a minimal design if **not understood***

Design direction for grassroots football

Client: The FA
Sector: Sports and entertainment
Role: Principal User Experience Consultant

Challenge

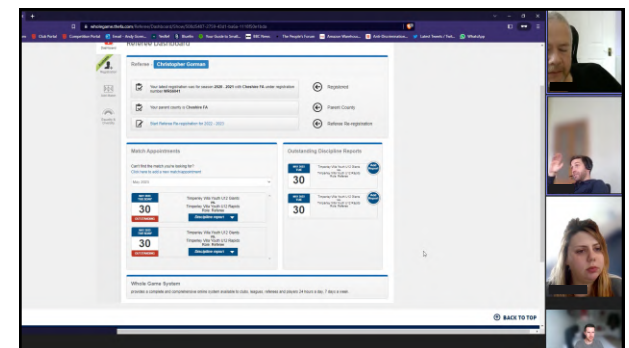
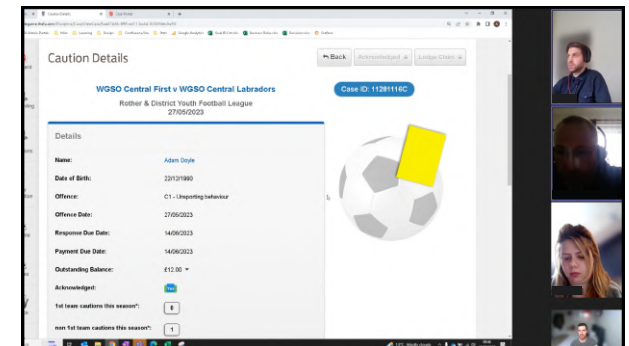
Approaching a key delivery target for a business critical programme of work England football portals – Platform for Football (PFF) replacing a legacy system, The FA wanted leadership on the design after a supplier's resource wasn't performing or producing the quality required.

Key achievements

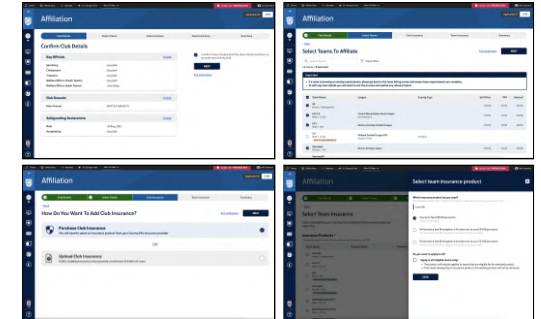
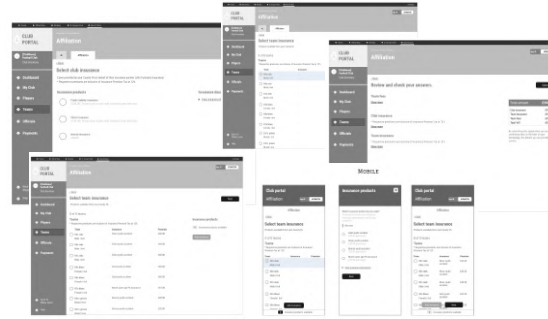
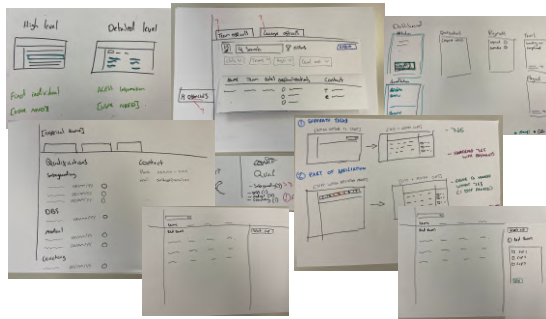
Stepping onto a project in high pressure build phase to meet a key product release date, handling a tricky political situation by taking over from a previous supplier. Managed offshore based supplier design team and improved ways of working between design, product management, tech and QA members while increasing design output. Coached multiple workstreams on how a lean UX approach can be combined with agile delivery to meet deadlines ahead of schedule. Completed a UX audit (using Circular UX methodology) of PFF product with findings and recommendations, allowing The FA to prioritise shortfalls and fix risks before go live. Built out a design system while transitioning design tooling to give greater consistency to the product and scalability for the future. Launched SUS survey to define metrics to measure product success while leading discovery activities, including introducing user research for the next development phase.

Outcome

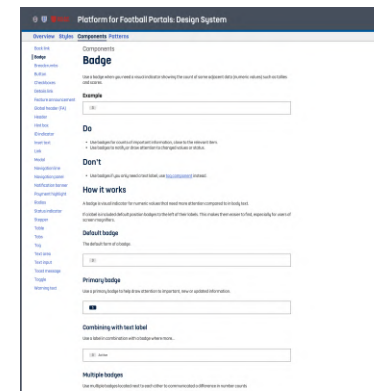
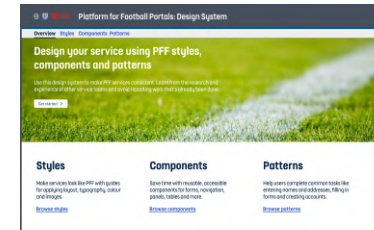
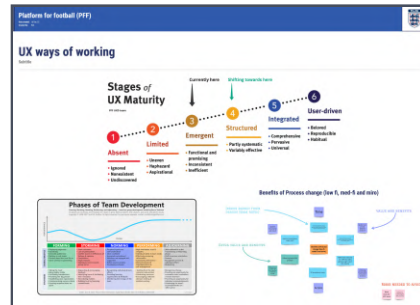
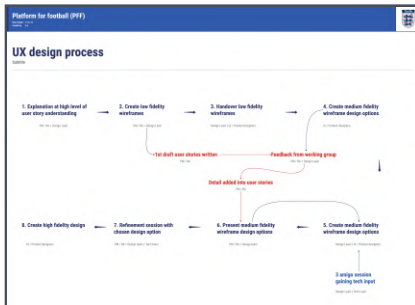
An 8-month engagement which gave design direction and leadership to a product to transform design from being a bottleneck to finishing ahead of schedule. Reviewing and iterating previous releases, improving the product further and a successful launch of the affiliation process and revamp of the accreditation process allowing grassroots teams to play football against other affiliated teams and clubs to be recognised for their facilities.



User research sessions



Introducing lean UX process (low-fi sketches, med-fi wireframes and hi-fi design vision)



View PFF design system



Improving UX ways of working

Building a design system

Defining insurer's strategic vision

Client: Aviva
Sector: Insurance
Role: User Experience Strategist

Challenge

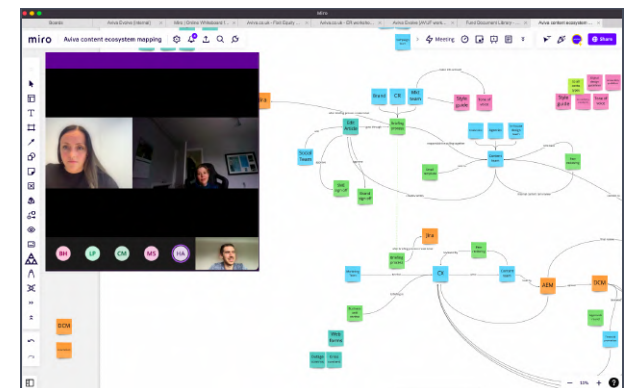
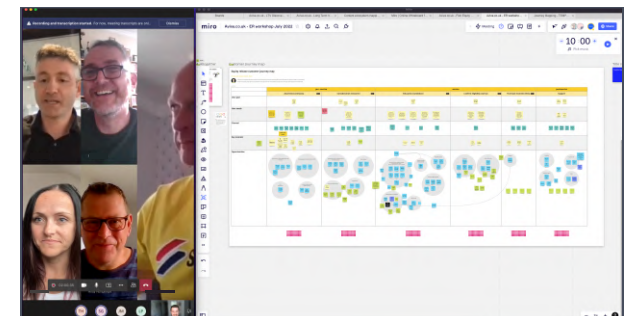
Similar to many insurance firms Aviva has a large proportion of customers coming via 3rd party intermediaries, this combined with minimal updates to the public serving site over several years has led to the need for digital transformation. Aiming to increase the amount of direct to consumer traffic, relaunch several main product offerings and push new propositions alongside a content overhaul.

Key achievements

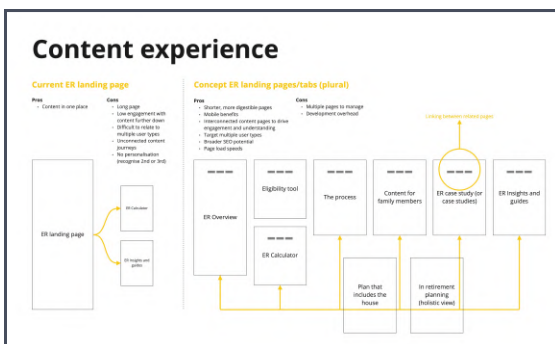
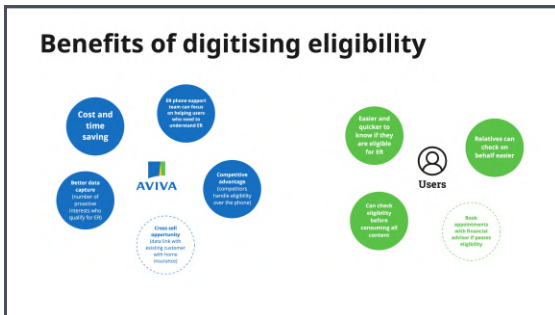
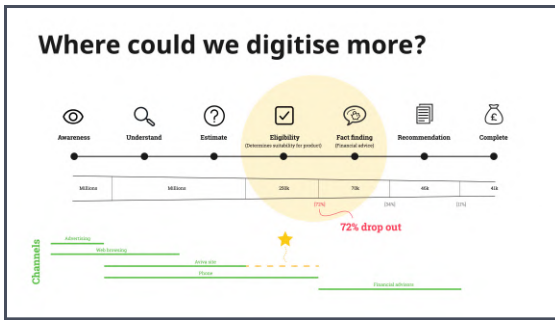
Leading the UX strategy to understand the current situation and define the approach for change. Completing stakeholder interviews with different parts of the business including new proposition teams (direct health and direct wealth), and key identified products (equity release and pensions) to discover current pain points and opportunities. Conducted several prioritisation sessions helping the main client sponsor see the benefits and limitations of certain decisions, followed by scoping and writing multiple statements of work (SOW). Shaping and running a content mapping workshop to give a visual representation of the public site content in reality including processes and governance framework.

Outcome

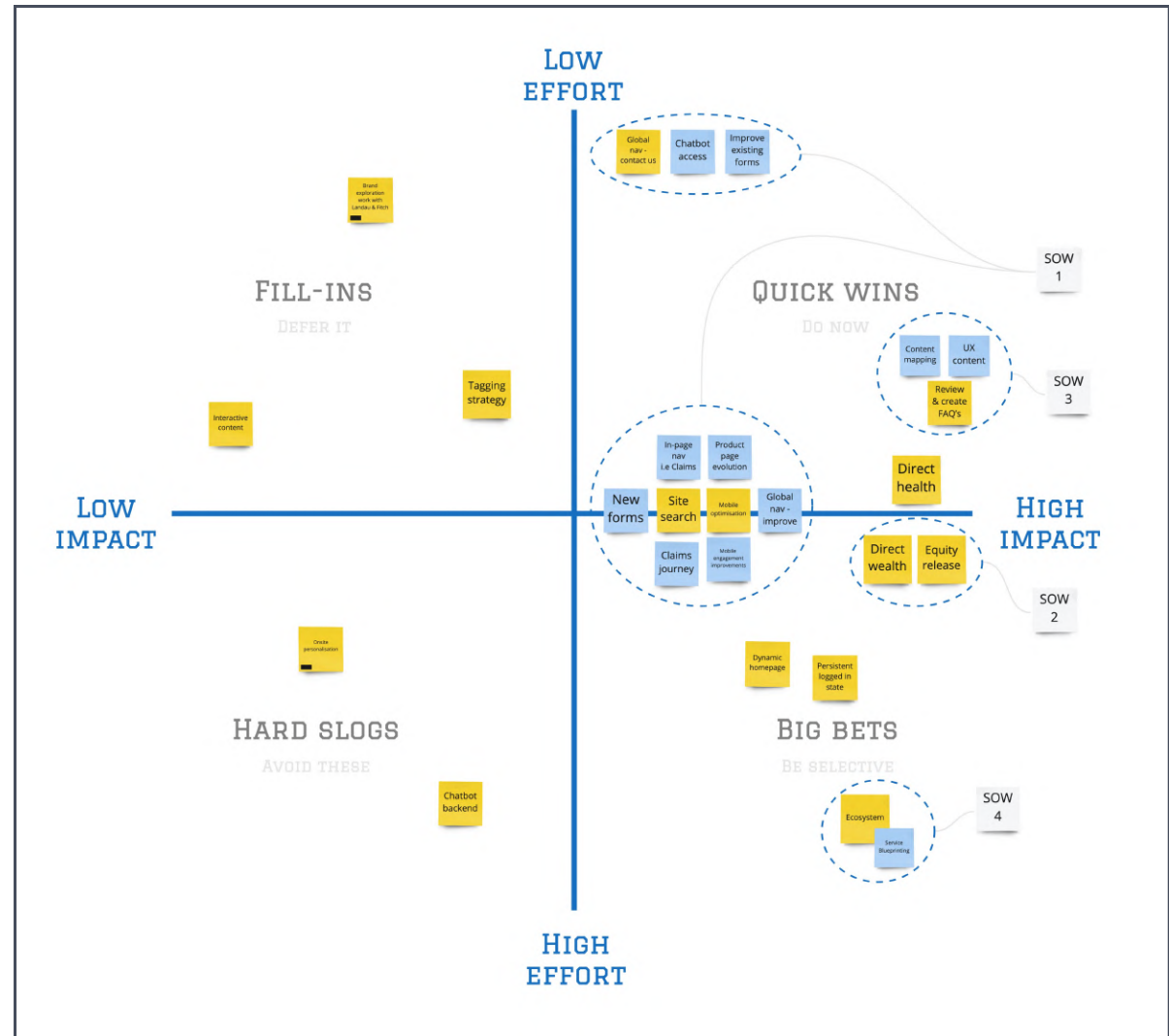
An 8-week engagement through research identifying pain points of the current situation and opportunities to create competitive advantage such as shifting eligibility currently handled solely via telephony into a digital format. Programme of work scoped out for the digital transformation required with several supporting SOWs depicting a recommended approach for delivery with defined coherent actions.



Client workshops



Influencing and consulting



Impact effort matrix

Consulting advanced medical software

Client: MAK-SYSTEM
Sector: Healthcare
Role: User Experience Lead

Challenge

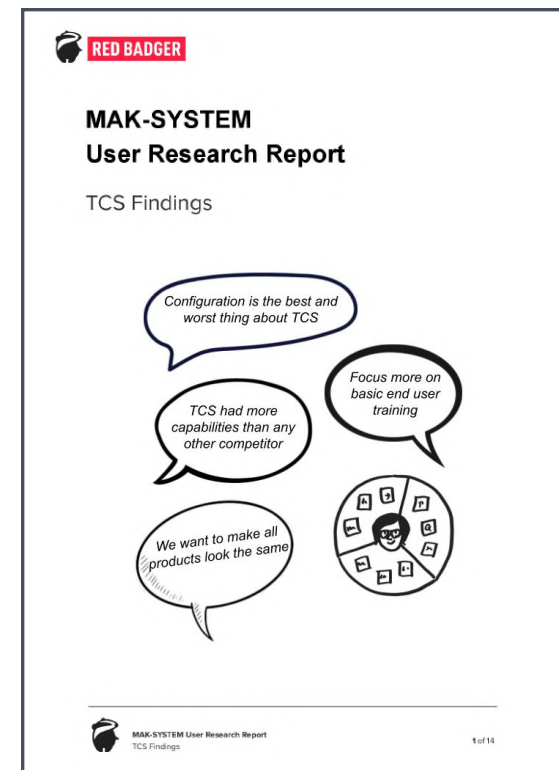
Since 1984, MAK-SYSTEM has been supplying software to manage Blood, Plasma, Tissue, and Stem-Cells to medical facilities including hospitals, blood donor centres and pharmaceutical companies. Industry leading at the time but has fallen behind the curve and wanted a proof of concept (POC) to prove a new tech stack with a product thinking approach to improve an outdated visual and usable system.

Key achievements

Created a product plan which ran across all UXD disciplines. Introducing the client to a design thinking approach through a series of workshops, with sessions focused to meet objectives aligned with the project. Conducted user research to gain insights to support the proof of concept and product roadmap. A detailed research report summarising key findings with recommendations / next steps including how to measure the success of the new system and inform future decisions. Managed and gave direction to product designs and accountable for design decisions when engaging with stakeholders.

Outcome

A 8 week proof of concept engagement, a successful thin slice was delivered with a new react frontend. An accompanying refreshed modern visual design that was intuitive to use and simple to understand what's being asked of users. Introduction of agile ways of working and design thinking as part of a cultural shift.



User research report

Design principles

Intuitive
As a user, I should be able to intuitively navigate through TCS with ease.
Our designs should have a clear navigation, give clear definitions of medical terminology and use familiar design patterns.

Flexible
As a user, I should have the ability and confidence to work through simple and complex process flows within TCS.
Our designs should be flexible enough to support workflows of all complexity levels.

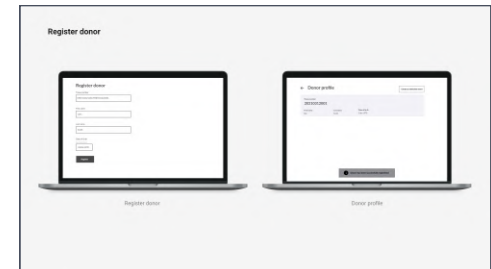
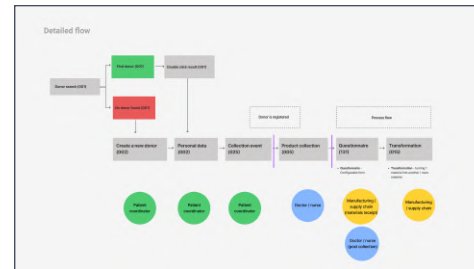
Advanced software
As a user, I should feel like I'm using the most advanced software.
Our designs should champion best practice UI/UX to give our users confidence whilst using TCS. To support this, we will use established design patterns, and, as a team, conduct user research and gain insights through user testing.

Persona 2

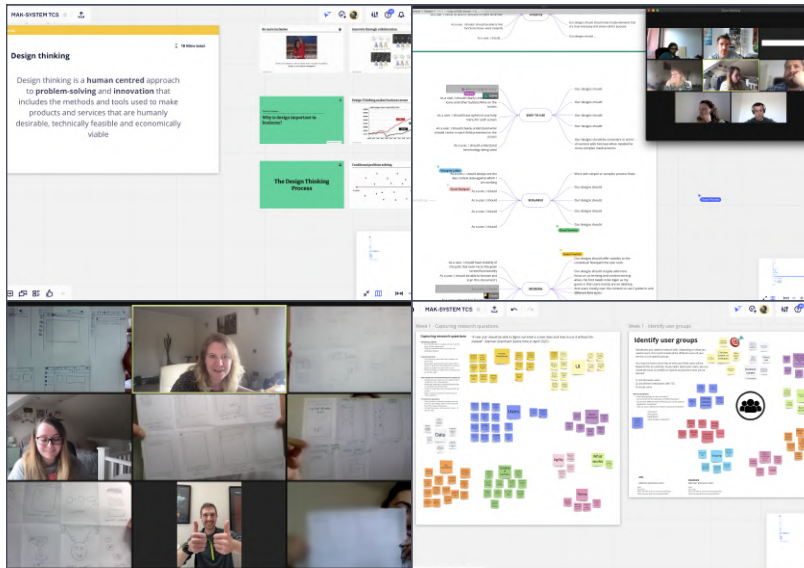
Doctors / Clinicians

Donor side
As a doctor / clinician I would like to collect the product/material from the donor and register the product collection on the TCS system.

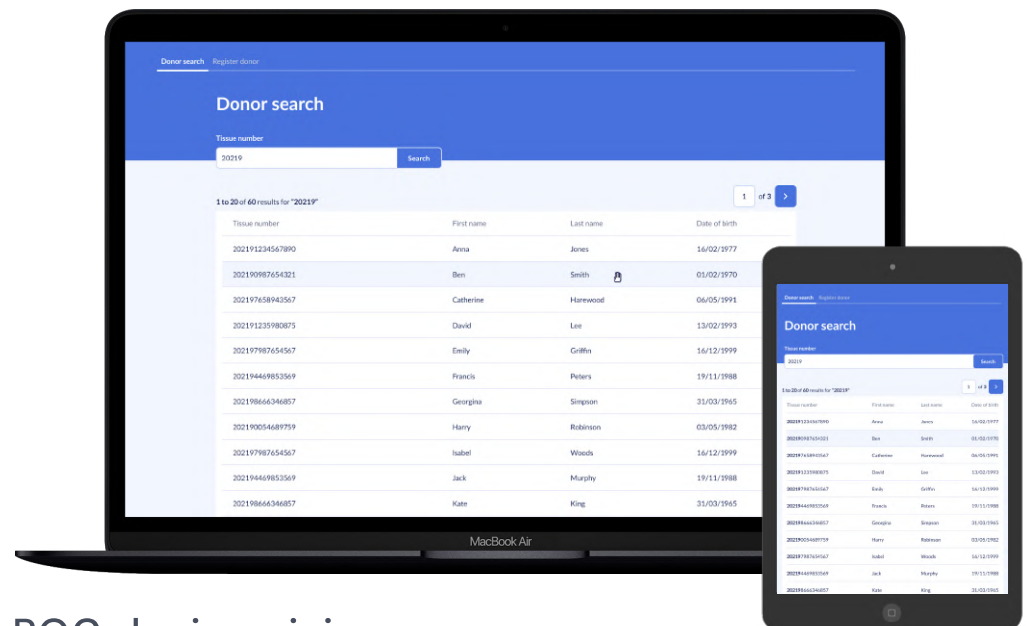
Patient side
As part of the Process Flow, I would like to complete a questionnaire upon receiving the donation to check that the correct material has been delivered and that there are no damages to the product. I would then also like to implant or infuse the collected material into the patient and record this step in the system.

Design principles, Personas, User flows, Wireframes



Design thinking workshops



POC design vision

Digital banking in the Philippines

Client: Security Bank
Sector: Finance
Role: User Experience Lead

Challenge

During the covid-19 pandemic branch based applications suffered due to minimal in person contact, an online workaround was created replicating the offline process but this suffered major dropouts and large administrative effort creating back office tasks. Exiting the pandemic Security Bank's (SB) mission to become the most customer centric bank in the Philippines started with digitising the application process for a select account.

Key achievements

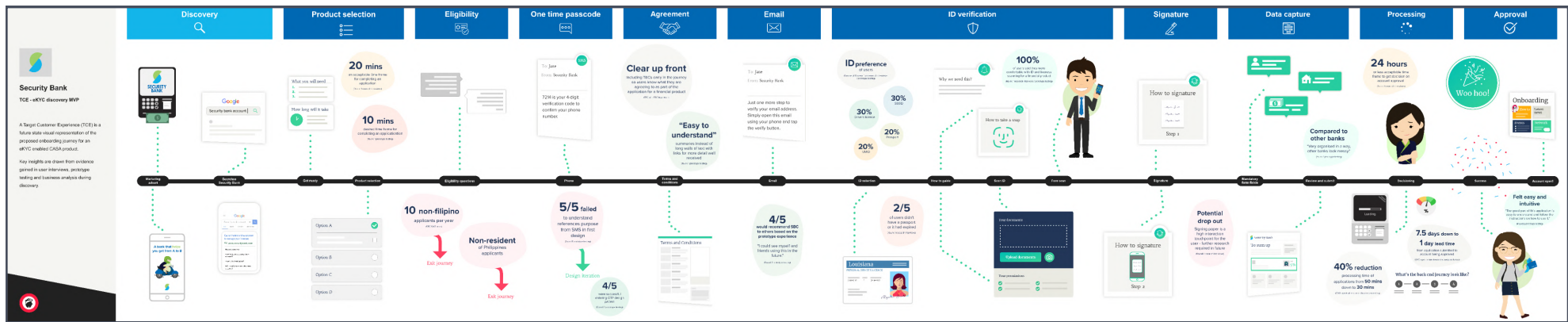
Created a vision for digital onboarding, looking to minimise current large and costly dropout rate with a measurement framework aiming for accounts opened without a customer to employee touchpoint. Introduced research and testing cadence that didn't previously exist and helped the design team in securing industry standard design tooling assisting in writing a business case. Elevated the team within SB showing the value design adds during showcases. Set up software engineers for success by having regular scoping and design review sessions as part of a continuous delivery process.

Outcome

A 8-month engagement, a 6-week discovery followed by a delivery phase. Shifting application time from a week down to under 10 minutes bringing in line with industry standard. A customer facing web based MVP for a select account application alongside a supporting staff portal MVP for back office agents that incorporated key facial recognition and ID matching functionality from another 3rd party vendor. Resulting in the launch of a live [digital customer onboarding journey](#).



North star metric



Target customer experience

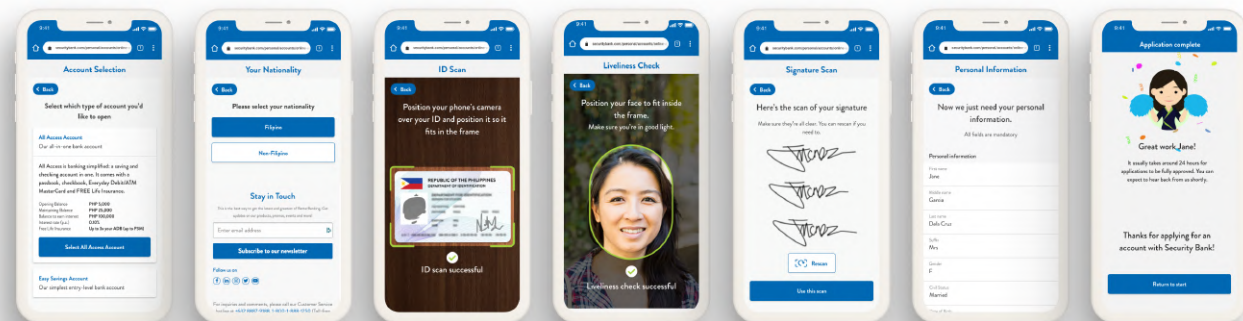
Round 1 prototype testing

Uncommon use of reference code (to continue application at a later time) pattern concerned users that it might be a scam

Round 2 prototype testing

4/5 successfully identified the step as verification for security purposes

Prototype iteration



MVP design vision



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