



Martin Fletcher Senior UX Designer

UX Design · User Research

UX for SaaS, B2B and complex Business Systems

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PROFILE

With 15 years of experience in user research, UX, and prototyping, I have helped agile product teams test and ship better products and features in various industries, such as B2B SaaS, Oil & Gas, Energy, SaaS, FinTech, Aviation, cryptocurrency and more. I have worked with some of the world's leading organisations, to identify user needs, validate value-adding ideas, and create UX Design solutions to properly identified problems.

My objective is to implement user testing methods that validate value-adding ideas before commitment to development, so we can save time and money building the right thing. I am a passionate, dedicated, and empathetic person who values healthy working culture and great teamwork. I see great value in good leadership and I work to get the best out of myself and others in order to create people-led experiences and meet project objectives.

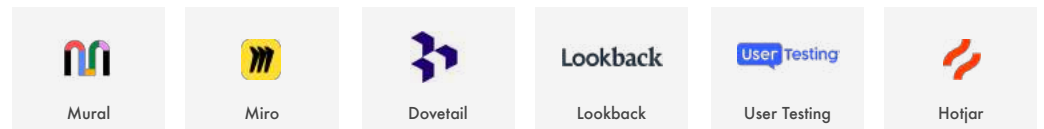
Typical Project Involvement

- B2B, SaaS and business system designer, who works to meet business objectives and identify user needs
- Experience within large-scale, data heavy product transformation projects with a high degree of complexity
- Evidence-led design that builds insights from research and are transferred into design outputs to help meet OKRs
- End-to-end design projects, from research and discovery to delivery, alongside devOps and engineering teams
- Facilitating UX within multi-disciplinary teams, supporting participation and contribution to meet project objectives

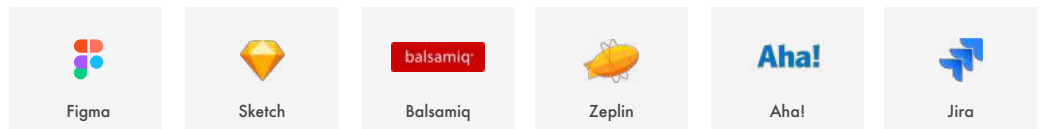
EXPERTISE • Methods and tooling to implement and manage great products

- Pain point identification
- Discovery phase planning and facilitation
- Optimising complex, multi-touch point user journeys
- Targeted user research
- Generating feedback through insight channels
- Stakeholder management
- Design sprint management
- Design tooling and workspace setup
- Feedback and insight gathering
- User journey and service mapping
- Storyboarding and storytelling
- Generating ideas and idea prioritisation
- Clickable prototyping and user testing
- Navigation, components and templating
- Assisting epic, feature, and building requirements
- Design QA and in-sprint design critiques

Research & Discovery



Design, Prototyping & Delivery



EXPERIENCE • My latest role enabling better organisational learning for bp's engineers



Senior Product Designer

bp · Contract · London

Nov 2022 - Present (1 yr 6 mos)

- I was responsible for enabling better organisational learning by implementing user research and product design practices across asset management, risk aversion, and business systems.
- I had an impact at bp, leading the design and pilot phase for a desktop B2B learning-based Salesforce platform for over 3,000 regional engineering lesson contributors and validators.
- I facilitated multi-business entity discovery and stakeholder collaboration, to ensure organisational learning leaders could report on performance, identify trends, and measure the impact of learning.
- I introduced user-centric methods of targeted research in order to avert from a culture of stakeholder-led requests.
- I managed the implementation and quality control of LDS, Salesforce's Lighting Design System.
- Pre-agile, I translated and validated user needs and desired capabilities into testable prototypes, buildable user stories, and user-centered requirements that were delivered in fast-paced development sprints throughout 2023.



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EXPERIENCE CONT. • 15 years career history across product design and UX

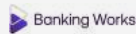


UX Lead

flydocs · Contract · Birmingham

Jun 2021 - Oct 2022 (1 yr 5 mos)

flydocs is an asset management solution provider with the aviation industry's most comprehensive solution for creating value out of aircraft maintenance data. My role involved a comprehensive re-platform of the flydocs desktop app and corresponding beta programme launch, in which great user experience was the primary objective following criticism from customers. As UX Lead, I was responsible for building relationships with clients, building and managing the design team, design sprint planning, and generating intel from end-users to support agile product development requirements. The project initiative included an end-to-end UX process including strategy, research, design, user testing.



Senior UX Designer · Banking Works · Contract · Wales

Jun 2021 - Oct 2022 (1 yr 6 mos)

- Creation of a new-to-market cloud-based portfolio analysis beta engine allowed organisations to track and analyse their lending.
- Re-platform and digital transformation from a previous Salesforce based portfolio tool.
- Created clickable prototypes, UI component libraries, and high-fidelity visuals to ensure user needs could be tested and validated before implementation into Beta.



UX Designer · EG Group · Contract · Blackburn, UK

Jul 2019 - Sep 2019 (3 months)

- Fast-paced discovery project and successful establishment of MVP feature set for a brand new iOS app 'EG Club'.
- EG partner and stakeholder 10 weeks discovery workshop and prototype development
- User research, UX design, competitor analysis, established features, clickable prototype and key investor presentation.



UX Designer · MirrorWeb · Contract · Manchester

May 2018 - Jan 2019 (9 mos)

- SaaS solution for website, social media and mobile archiving for brands, government and education sectors.
- Evolved default front-end UI libraries into custom multi-brand design systems for archiving products and services.
- Responsible for prototyping, user testing, and visual design assets for a new new desktop app UI interface.
- Assisted the accurate build and test of web archiving features and enhancements for government clients.



UX Feeleancer · EPIK · Self-employed · Manchester

Jan 2015 - Apr 2018 (3 yrs 4 mos)

- UX for 50 startups, content marketers, eCommerce, digital agencies, and SaaS based organisations.
- Consulted digital and marketing teams on User Experience (UX), User Research and design practices.



Experience Designer · Great Fridays (EPAM Systems) · Full-time · Manchester

Apr 2014 - Dec 2014 (9 mos)

- 9 months Product and Service Design experience working alongside enterprise B2B clients.
- Discovery workshop, service mapping, and prototyping for mobile/desktop SaaS apps.
- International discovery facilitation for MasterCard's NCO digital transformation project.
- High-profile client projects for Sage, MasterCard and Mission Speakers.



UX Designer · Cube3 · Full-time · Manchester

May 2009 - Apr 2014 (5 yrs)

- Involved in over 100 conversion and sale focused, web design, campaign and marketing projects.
- Developed UX/UI practices for B2B, B2C, eCommerce (Magento) and Wordpress websites.
- Owned pitching, specification writing, UX audit, and digital assets production responsibilities.



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EDUCATION • Qualifications



Design Student
The University of Bolton BA (Hons) Graphic Design
 Sep 2008 Graduation, D&AD Awards 2008
 Achieved first in BA (Hons) in Graphic Design and Mixed Media

RECOMMENDATIONS • Working with me

“From first contact my gut told me Martin was the right character, had the mindset that was needed and a super keen eye for creative detail and ux consideration. What was really important for me was the fact that Martin had a friendly, personable yet professional attitude which meant he was approachable and great to work with.”

“**Louise Ikonmides**
Managing Director
 I worked with Louise at **Banking Works** in 2021
 “Martin is a talented and professional creative, he was a valued asset to the Product Development team during his time at Banking Works. He needs very little direction and produces both innovative and intuitive interfaces for complex web applications. A pleasure to work with.”

“**Nina Mack**
Managing Director
 I worked with Nina at **Worship Digital** in 2018
 “Martin is a delight to work with. He’s a brilliant UX designer, with amazing attention to detail and a clear understanding of the best way to gather the data needed to validate UX decisions. He’s played an important part in several of our projects over the years and I wholeheartedly recommend him.”

“**Matthew Allen**
Director of Innovation
 I worked with Matthew at **flydocs** in 2022
 “From first contact my gut told me Martin was the right character, had the mindset that was needed and a super keen eye for creative detail and ux consideration. What was really important for me was the fact that Martin had a friendly, personable yet professional attitude which meant he was approachable and great to work with. Wouldn't hesitate to work with you again Martin!”

“**Ryan McDowall**
Project Manager
 I worked with Ryan at **Banking Works** in 2021
 “I worked with Martin at **VLS** in 2019/2020 and found him to be an excellent communicator and facilitator. He spent considerable time working to understand the intricacies of the business in order to develop his designs in line with the steer provided, however brief and inconclusive . His attention to detail was second to none. I'm confident Martin could effortlessly fit into any working environment such is his friendly and warm personality, hopefully we get the chance to work together again in the future!”

REFERENCES • Full details available on request

Design Lead (Line Manager) at bp
 “Martin worked as a Senior Product Designer for the Wells and Subsurface team at bp, between November 2022 and May 2024.”