



## **Martin Fletcher**

Senior Product Designer | Business Systems, SaaS and B2B

# **Why I should be your next designer.**

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# I help you ship better products, by validating with end-users pre-code.

I'm Martin. For the last 15 years I have been helping product teams ship better products using pre-code design and user testing methods that validate value-adding ideas before commitment to development. I ensure we realise and iterate early, so that your software engineering and product teams save time and money by building the right thing. I became a User Experience specialist because it combined these 3 things:

**People.** The building blocks of any organisation is its people. I like to support and enable people, in an empathetic and outcome-driven way.

**Creativity.** I like to view and solve problems openly and innovatively.

**Technology.** I have always been interested in ways in which technology transforms aspects of people's lives in positive ways.

When I'm not in the office, I work hard to maintain a healthy work-life balance, regularly taking any opportunity to experience the outdoors.

I find the things we don't know,  
building insights from evidence  
and translating them into  
desired outcomes

From unknowns to knowns.  
I work across the end-to-end  
design process from  
discovery to delivery

I work under pressure to  
raise and maintain a  
high quality bar and  
exceptional design  
output

**How I can  
help you  
achieve**

I understand that  
circumstances dictate  
that a change of  
direction is the way  
to move forward

I join multi-disciplinary teams  
together, supporting  
participation and contribution  
to meet shared objectives

I take care of pre-agile,  
so your PM and engineering  
teams can build the right thing  
in-confidence

# My role enabling better organisational learning @ bp as a Senior Designer



bp is a British multinational oil and gas company operating in all areas of the oil and gas industry. I was responsible for enabling better organisational learning, by implementing user research and product design practices across the asset management, risk aversion, and business systems.

I had impact at bp, leading the design and pilot phase for a 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 Learning 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.

# My go-to toolbox for creating great products.



Sketch

balsamiq®



Dovetail



ZEPLIN

## Methods and practices

- Discovery phase planning
- Targeted research methods
- Feedback and insight gathering
- Pain-point identification
- Design sprint management
- Stakeholder management
- Tooling and workspace
- Storyboarding
- Prioritising and ideas roadmapping
- User-centered user story writing
- Clickable prototyping and user testing
- Feedback and insight gathering
- Translation into user-centric backlog
- Design systems and templating
- User-centric approach to build-ready
- In-development design QA

# User-centric disposition guides how I work.



**Care about what users care about.** Sympathise with people's needs and emotions, to build stronger experiences.



**Evidence everything.** Factual information should be obtained from the best available sources to support decisions.



**Design with purpose.** Make calculated and thoughtful choices to ensure others are enabled to achieve.



~~Fail fast~~ **Realise fast and iterate.** Detect and direct away from potential problems early in the design process.



**Work without fear of criticism.** It's not personal. You can achieve a lot when you're not afraid of rejection.



**End-to-end collaboration.** Sharing ideas and abilities openly in order to achieve a common team goal.



# I solve problems of all shapes and sizes.



**Gaps between the desired and actual outcomes**



**Problems both big and small**



**Evidenced and non-evidenced problems**



**Problems still to be understood and defined**



**Deeply embedded, longstanding problems**



**“Problems” before they’ve become problems**



# What I'm looking for in a new role.

**1**

I want to be part of team that delivers pre-tested value-adding features and products that remove obstacles and enable other people to get things done.

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**2**

I want to work towards and achieve things with people that I can both guide, and learn from.

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**3**

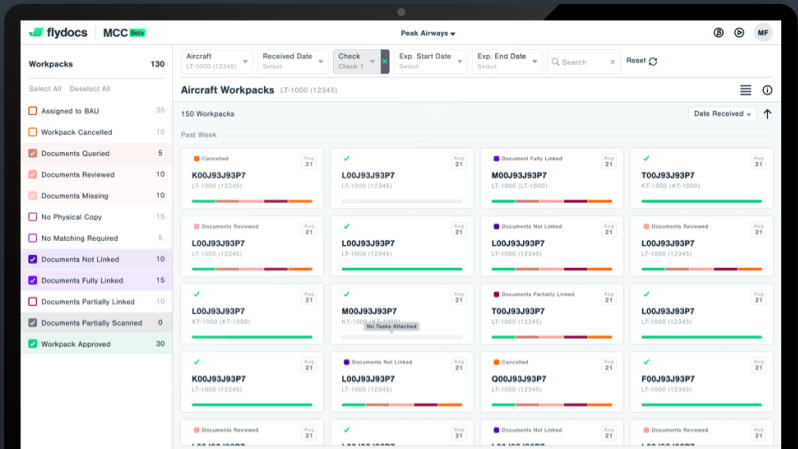
I want to be part of a diverse culture, maintaining a healthy work-life balance, within an organisation that's a good cultural and personality fit.

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**4**

I'm looking for the right place to exercise my creative passion, while utilising skills and abilities towards a cause that people care about.

# Featured case study.



[https://makeitepik.com/case-studies/pdf/flydocs\\_Case\\_Study\\_2024.pdf](https://makeitepik.com/case-studies/pdf/flydocs_Case_Study_2024.pdf)



# CV and 15 years career history in UX.

## Senior Product Designer

bp • Contract • London

Nov 2022 - Present

bp is a British multinational oil and gas company and vertically integrated company operating in all areas of the oil and gas industry. Within bphxd, my responsibilities were leading user research and product design practices across internal risk and business systems. My objective was to make better learning-based experiences for over 3,000 regional engineering lesson contributors and validators.

I lead the design of a successful pilot and adoption phase for a new 1000+ business entity and learning-based Salesforce desktop product. I facilitated multi-business entity discovery to ensure organisational learning leaders could effectively 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-lead requests. I owned the implementation and management of Salesforce's Lighting Design System. I translated validated business and user needs and desired capabilities into testable, buildable user stories, prototypes and requirements for bp devOps engineering squads to build with less handover friction.

## UX Lead

flydocs • Contract • Birmingham

Jun 2021 - Oct 2022 (1 yr 5 mos)

## Senior UX Designer

**Banking Works · Contract · Wales**

Jun 2021 - Oct 2022 (1 yr 6 mos)

## UX Designer

**EG Group · Contract · Blackburn, UK**

Jul 2019 - Sep 2019 (3 months)

## UX Designer

**MirrorWeb · Contract · Manchester**

May 2018 - Jan 2019 (9 mos)

## UX Freelancer

**EPIK · Self-employed · Manchester**

Jan 2015 - Apr 2018 (3 yrs 4 mos)

## UX Designer

**EPAM Systems · Full-time · Manchester**

Apr 2014 - Dec 2014 (9 mos)

## UX Designer

**Cube3 · Full-time · Manchester**

May 2009 - Apr 2014 (5 yrs)

## 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

# Working with me.

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“ **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!”

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“ **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.”

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“ **Louise Ikonomides**

**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.”

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“ **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.”

# If I sound like the right fit. Lets connect.

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**..and yes, I also do wireframes.**