

Mark Knipe

Product & UX Specialist

Portfolio: www.markknipe.com

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Location: London, EC1Y 8JU



A product and UX specialist with over 12 years of hands-on experience who leads teams by example and takes accountability for delivering the correct solution for both users and the business.

OBJECTIVE

I am driven by the challenge of creating meaningful and seamlessly simple solutions in an ever-evolving digital landscape. I want to deliver products that exceed users' expectations and help influence the future product vision.

KEY EXPERIENCE

- Recruiting, managing and mentoring product design teams (local and remote).
- Deliver business results by using data to help guide design decisions.
- Confident using agile principles to drive efficiencies, communication and quality output from a product team.
- Strong advocate of Product Discovery as a key methodology to ensure focus is always on creating the right solution for the user and not the easiest deliverable for the company.
- Able to take a product from concept to market acting as both Product and Design lead if necessary.
- Mapping the customer experience journey to find touchpoints where the company's strategic vision can be applied to deliver powerful but achievable product roadmaps.
- Creating and launching component libraries for use across products to enhance design consistency, increase development speed and reduce testing costs.

RELEVANT DEGREE

Ergonomics BSc

Loughborough University

Modules taken included:

- Human Computer Interaction
- Designing Products for People
- Ageing and Inclusive Design
- Disability
- System Ergonomics

METHODOLOGY SKILLSET

Wireframes

Design Sprints

User Personas & Archetypes

Information Architecture

Service Design

Customer Experience Maps

UI Design

Rapid Prototyping

Low & High-Fidelity Prototyping

Heuristic Evaluations

Accessibility Testing

Agile (Scrum & Kanban)

Product Horizon Maps

Product Roadmaps

User Stories

Analytics (Google & Amplitude)

User Testing

Value Proposition Canvas

Business Model Canvas

EMPLOYMENT

Compare The Market

Senior Manager – UX Design

Sep 2020 – present

Key responsibilities:

- Support a team of 15-20 UX Designers and UX Researchers.
- Line manage all UX Designers who work on the 3 biggest products (Car insurance, Home insurance and Energy switching)
- Also manage and contribute to all UX work on Travel, Life, Pet, Business, Broadband and Mobile Phone products.
- Ensure all design decisions are based on data (both quantitative and qualitative). Gathering data from analytics and user research, and then ensuring A/B tests are used when necessary to determine the most successful design.

Key achievements:

- Increased efficiency and consistency by getting multiple teams to work on similar problems collaboratively, rather than in silos.
- Defined the Customer Journey Map template to be used across all products within the business.
- Created a Career Progression Framework for the UX Design team.

American Express Global Business Travel

(formerly HRG, and originally part of Fraedom)

Head of UX & Product Discovery

Jul 2015 – Sep 2020

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SOFTWARE SKILLS

- Miro
- Axure
- Figma
- Sketch
- Zeplin
- Zeroheight
- Marvel
- Invision
- Userzoom
- Feedbackify
- Photoshop
- Illustrator
- Visio
- Jira & Azure DevOps
- Confluence
- HTML, CSS & Javascript

ARTICLES & TALKS

The Business Travel Magazine

2017 Oct-Nov

Article: "Smart Talk" about AI and bots

On Business magazine

2017 Issue 3

Article: "It's Good To Chat" about chatbots

Business Travel Tech Talk Europe

2017 Sep 7th

Talk: "TMC Chat Bot 360 Forum"

Key responsibilities:

- Led and coached the product design team to deliver the best possible work for the company, helping them overcome obstacles.
- Implemented best practice ways of working to help product, design and development teams work cohesively and most effectively.
- Recruited and mentored UX designers and UI designers.
- Managed the planning and workflow for a 3rd party design agency through frequent check-ins with a global team.

Key achievements:

- Assumed additional role of Product Technology Lead on the McKinsey account to help the company retain, renew, and grow the organization's largest contract.
- Recruited and managed a development team to launch an app into both app stores within 4 months.
- Managed the design, planning and rollout of new corporate branding across all customer facing products and product emails.
- Led the design of a new portal product for all clients based on Salesforce along with a new identity solution using Okta.
- Introduced Product Discovery as a key discipline internally to initially use with the company's top 25 accounts.
- Represented the company as subject matter expert on chatbots and A.I. for multiple publications and at an industry event.

AKQA (part of WPP)

Senior User Experience Architect

Aug 2012 – Jul 2015

AKQA is a digital agency that brings ideas and innovation to life.

Key responsibilities:

- Planned and forecasted all necessary UX tasks and resources on projects, including management of the UX team (both internal staff and freelancers)
- Facilitated workshops with clients to glean initial requirements, then presented regular updates to stakeholders to keep them informed.
- Partnered with development and design teams to expand thinking to identify best possible solutions within the budget and timeframe.

Key projects:

- Redesigned the **Rolls Royce Motor Cars** website to improve lead generation and help users understand the uniqueness behind each model.
- Helped **HRS** (hotel.de) develop a new value proposition by creating a customer experience map based on user interviews to help focus concept generation on the best areas of opportunity.
- Consolidated 3 **Bupa Global** websites into 1 truly global site that was needs driven and made it easier for users to get an estimated quote.
- Realigned the **Coutts** online banking website to make it more intuitive and foolproof to encourage usage vs phone banking.
- Created a new **Barclays** Help & Support website to help users more easily discover answers to their questions.
- Researched for **TUI** the pain points for travelers during their arrival on holiday using service design methodology.

HRG (Hogg Robinson Group)

Lead UX Designer

Nov 2010 – Aug 2012

Xerox

UX / UI Designer

Aug 2008 – Oct 2009