

# CHRISTOPHER POTTER

# CV

## INTRODUCTION

Christopher is currently Head of Experience at WNG, leading strategic customer experience and service design projects across the business. His initial work has been in developing a Voice of the Customer program to continuously measure, identify and act on improving traveller experiences across the business. Using HCD principals he leads multidisciplinary teams to redefine the future travel claims experience.

As Consulting Creative Director and UX Lead for tech start-up, CoverGenius. Christopher focused on using lean UX methods to garner deep insights into user behaviours and needs, in combination with setting up UX/UI best practices. His role oversaw the redesign and optimisation of their platform and support the rapid growth of the business in developing their international brands and applications.

Christopher was the Creative Director and UX Strategist at World Nomads Group, joining the company while it was still young. His role was pivotal in defining customer and user experience strategies across each of the company's brands ([WorldNomads.com](http://WorldNomads.com), [TravelInsuranceDirect.com.au](http://TravelInsuranceDirect.com.au), [Suresave.com.au](http://Suresave.com.au)). Over the course of 6 years, he developed each brand's presence, position and voice, setting competitive positioning, measuring campaign/marketing success, and supporting the business in gaining global market share. In 2015 the company was successfully acquired by nib Pty.

With expertise that bridge Creative Direction, Branding, UX and user-centred design with technical implementation, Christopher operates at all levels of business including executive, customer service, marketing, underwriting and technology teams. His main focus is on developing new concepts and capabilities that drive customer engagement, interaction and retention. These are underpinned with tailored UX/design workshops and agile project/team management to fit tight timescales that are strategically correct, full featured, usable, governable, scalable and efficient. His work also supports business transformation and programme delivery through service design and organisational change strategies, application and product development, and integrated software systems.

Christopher was the Art/UX Director and Strategist for a leading environmentally & socially focussed design agency, Digital Eskimo, working with UNSW, Telstra and New Matilda. Previously he ran his own Design & UX agency, Grassblades Ltd, in London where he worked with BBC Research & Development, Cisco, Intel, MSN, Royal Society of Arts (RSA), Design Council, The Press Association, Real Networks, Marks & Spencer, National Curriculum Online and National Science Museum.

## EXPERIENCE

**Head of Experience, WNG**  
Sydney, NSW 2017-Present

**Creative/UX Director, Cover Genius**  
Sydney, NSW. 2016 - 2017

**Creative/UX Director, World Nomads Group**  
Sydney, NSW. 2009 - 2016

**Art Director/UX Strategist, Digital Eskimo**  
Sydney, NSW. 2008 - 2009

**Creative/UX Director/Co-founder, Grassblades Ltd**  
London, UK. 2001 - 2013

**Creative/UX Consultant**  
London, UK 2000 - 2000

**Art Director, NOW Network of the World**  
London, UK Mar 2000 - Nov 2000

**Studio Manager/Creative Lead, Okupi Ltd**  
London, UK 1997 - 2000

**Studio Manager/Creative Lead, Lemon HK Ltd**  
Hong Kong 1996 - 1997

**Studio Manager/Creative Lead, Fortis Design Ltd**  
Leeds, UK 1994 - 1996

## CONTACT

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## SKILLS

### CX/Service Design

Customer journey mapping,  
Service design blue prints,  
Customer research,  
Business Intelligence.

### Design/UX Skills:

Creative Direction,  
User Experience, Brand  
Development/Positioning,  
Digital Strategy, Agile  
Project Management, IA,  
A/B Testing, E-commerce,  
BA, Usability Testing,  
Stakeholder Interviews,  
Personas.

### Applications:

Sketch, Adobe Xd, Axure,  
UX-Pin, PhotoShop,  
Illustrator, InDesign,  
Sublime Text, Tableau,  
Codekit, Premier.

### Scripting:

HTML, CSS, JavaScript,  
SASS, Liquid, PHP, MySQL.  
Foundation, Bootstrap,  
SMACCS, jQuery.

# PROJECTS

## RentalCover - Re-brand & Responsive Website Redesign

Cover Genius, an innovative insurance startup and insurance industry disruptor, working with multiple underwriters around the World to deliver regulated policies to many of the largest internet companies.

- Rebranded core brand RentalCover.com.
- Applied UX & design processes to optimise and increase conversion across both core brand and ancillary platforms.
- Collaborated with Marketing and Customer Service teams to create and implement new marketing campaign/content strategy that increased conversion by x 5.
- Operated as agile scrum master for the tech team managing backlog, retro's and sprint planning.
- Formulated & validated UX plan to optimise the customer experience and increase conversion.

## World Nomads - Brand Evolution & Responsive Website Redesign

[worldnomads.com](http://worldnomads.com)

Although World Nomads had an established identity and a loyal independent traveller following, they needed to define their tone of voice and consolidate their visual identity. The business had also out grown the existing insurance platform & content management system and required a new scalable solution that would support their future strategies.

The aim was to refresh the brand and develop a clear set of communication & visual guidelines. World Nomads needed clarity in defining who they are, what they stand for and to ensure all communication and visual elements of the brand have a consistent identity and tone of voice. With the growing needs of the business, the technology platform also needed to be updated and scalable.

- Brand identity - refined the language and tone of voice and defined a new colour palette and imagery to create a clearly recognisable travel brand that resonates with the values and the aspirations of the independent traveller.
- Redesigned website to be responsive, building prototypes, component templates and style guides to ensure consistency of implementation and intuitive interaction.
- Supported the growing mobile user base with a responsive purchase path and ensured self servicing for customers remained intuitive, fast and seamless while transitioning to the new platform
- A/B Tested core sales components to ensure both usability and consistent conversion metrics
- Successfully supported the business with both creative strategy and execution of marketing content to sustain a 30% year on year growth for the business.

## Tripwise App (Travel Insurance Direct)- Mobile Application Design & UX Strategy

<https://itunes.apple.com/au/app/tripwise-by-travel-insurance/id567334051>

The aim of the app was to add value to the insurance product by creating brand retention and recognition, user engagement and reduce company's reliance on Google SEM.

- Used UX principles including persona/behaviour modelling, emotion mapping to map out traveller lifecycle and core user journeys
- Creative directed the UI & Interaction design of the App to allow any travellers to access expert advice, important tips and information relevant to their trip/destination. It also included language guides, health and consulate information, and emergency medical contacts.
- Integrated purchase path and up-sell mechanisms to encourage and enable repeat purchases of the core products
- The App has received consistent 5 stars user views over the past 2 years and over 70,000 downloads.

### **Travel Insurance Direct - Re-Brand & Website Redesign**

[tid.com.au](http://tid.com.au)

While Travel Insurance Direct had an excellent product, they'd never stood out from their competitors. The aim was to make the brand stand for more than just insurance, to be there before, during and after a customer's trip.

- Commissioned and directed branding agency, End of Work and through a series of strategic workshops developed a clear strategy.
- In conjunction with abbreviating the brand name and creating a strong logo system, dynamic imagery, an interchangeable colour palette and a new down to earth, accessible tone of voice was combined and applied across all media channels.
- Entire website was re-architected, including streamlining the purchase path and creating a new membership system.
- As a result of the new brand positioning, web platform and cross media campaigns, the business revenue grew over 300%.
- Consistent A/B testing and iterative improvements resulted in an increased conversion rates from 11% to 19%.

### **RSA WEEEMan - Educational/Social Initiative - Website Design**

Commissioned by the RSA as part of an environmental initiative: Moving towards a zero waste society. A three meter high human-like sculpture was created from electrical & electronic waste an average person would produce in a lifetime and installed on the South Bank in front of the Lord Mayors building.

- Website was designed and developed to support the initiative, highlight the individual impact of electrical/electronic waste, provide practical information and educational resources for general public, schools & businesses.
- An interactive assessment tool was created to calculate then visualise users' environmental footprint and provide actions and information to help reduce their impact.
- The website was featured on national news and media channels across the UK.

### **BBC Research & Development - Augmented Reality Classroom Research**

AR (Augmented Reality) is a technology that blends the real world and the virtual world. The technology enables users to see themselves on the screen, holding, moving and interacting with 3D objects.

- Collaborated with BBC Creative R&D team to explore how Augmented Reality could be used as a potential learning tool.
- Based on a story, Little Feet & Big Feet by Rob Lewis, a series of characters and environments were designed to appeal to 5-7 year olds.
- An intuitive UI for the AR software and story book were developed that could be downloaded as a PDF for both parents & teachers to read through with children as they interacted with the story.
- The final project was featured on the BBC online website and used in classrooms and by parents across the UK.

## EDUCATION

**Life Drawing** - Prince of Wales Drawing School, London

**BA Hons Interior Design** - Leeds Metropolitan University

## WORKSHOPS & LECTURES

### **London Virtual Reality Group:**

Guest Speaker, Virtual Environments.

### **Intel Developers Conference:**

Guest Speaker, Multi User Interactive 3D Environments.

### **BBC & Westminster LDA Augmented Reality Project:**

Interactive Classroom Workshop with both Teachers and Pupils.

### **Press Association:**

Interaction Design & Actionscript Workshop.

### **National University of Singapore:**

Lecture - Augmented Reality for early literacy education

### **AGDA 2009:**

Guest Speaker "How Can Design Help Save The Planet?"

## EXHIBITIONS & AWARDS

### **Colour in Design Awards - 2012**

Travel Insurance Direct Brand Identity  
in collaboration with End Of Work

### **British Youth Travel Awards: London. - 2009**

Best website: World Nomads

### **True To Life: The Herbert Art Gallery. - 2006**

Work selected as part of figurative painting exhibition featuring  
Lucian Freud, Frank Auerbach. Robert Lenkiewicz, David  
Bomberg and The New British Realists.

### **Uncompromising Study: Hartleypool Art Gallery. - 2005**

Work selected as part of figurative painting exhibition featuring  
Lucian Freud, Frank Auerbach. Robert Lenkiewicz, and The New  
British Realists.

### **Work published in:**

#### **Website Graphics: The Best of Global Site Design.**

by Willem Velthoven, Liesbeth Den Boer, Geert-Jan Strengholt

### **Editor & Publisher Awards**

Best Online Newspaper (ex-US), SCMP.com site

Best Special Report Website Runner-Up, South China Morning  
Post 1997 Handover Web site.

IDN Website Award. Best site of Asia.

### **Winner Water Sculpture Design Competition**

Jones of Oswestry.