

Christopher Pool

Senior UX/UI App Designer, Product Design Lead

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Portfolio: www.chrispooldesign.co.uk



PROFESSIONAL SUMMARY

Senior UX/UI Designer with extensive experience leading design across complex app and web ecosystems for large-scale, customer-facing products. Strong track record in shaping design strategy, driving accessibility and design system adoption, and influencing product direction across the full delivery lifecycle. Collaborative, commercially aware, and focused on creating meaningful, inclusive experiences that deliver measurable value for both users and the business.



PROFILE AND EXPERTISE

PROFILE

A precisionist, systematic thinker who tends to follow procedures in both personal and business life. Value to team, starter finisher, conscientious, maintains high standards, attention to detail.

TECHNICAL

End-to-end Experience Design | Mobile App and Web | Design Systems | Mobile app/web Testing | 3D Design | Prototyping | Social -Media Strategy | Basic CSS/HTML | Agile Environments | Global Brand Development | Adobe Creative Cloud | Figma | Sketch | Abstract | InVision | Blender | Google Analytics



PROFESSIONAL EXPERIENCE

Senior UX/UI App Designer, VodafoneThree – Generation (Internal Design Agency) — 2021 - Current

Key contributor to the execution of Three's rebrand and the delivery of a new digital design system, supporting a complete redesign of the app aligned to a new technology stack. Operates across both agency and product environments, balancing strategic design thinking with hands-on delivery. Our customers got to experience our add-ons uplift in August, (a highly insight driven design uplift) that saw a 65% increase in sales of add-ons, an increase of over £100K in the first month.

As part of Generation, Three's in-house design agency, collaborating closely with designers, copywriters, product managers, and stakeholders to reduce dependency on external agencies and deliver a more cohesive, scalable customer experience. The agency has received multiple industry award nominations, reflecting the quality and consistency of output.

Led experience design with a strong focus on accessibility, embedding WCAG AA standards across app and brand-led digital work. Influence design decisions from early discovery through to production and release, ensuring design intent is maintained through development. With Vodafone and Three now unified, contribute to shaping shared design approaches and experiences across both brands at scale while aligning cross-functional teams around a consistent and cohesive customer experience.

Senior UX/UI Designer, FortenTech — 2020 - 2021

Senior designer within a fast-paced fintech start-up environment, contributing to the strategic rethinking of digital banking experiences. Worked closely with product and engineering teams to define customer-first solutions, balancing innovation with usability, trust, and regulatory considerations. Helped establish design direction and standards in an early-stage product environment.

Product Design Lead, StaffConnect Group Ltd — 2012 - 2019

Design lead for a SaaS internal communications platform serving large enterprise organisations. Owned end-to-end product design across mobile and web, guiding the evolution of the platform into a market-leading solution.

Led the design and delivery of a major Version 3 release, including a full mobile app redesign rebuilt in React Native and significant functional enhancements across all platforms. Acted as the central design authority, ensuring alignment between product vision, user needs, and technical delivery.



EDUCATION • REFERENCES

Amersham & Wycombe College

BTEC National Diploma in Graphic Design (Distinction)

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Bulent Osman, CEO - StaffConnect | bulent.osman@icloud.com