

VANESSA KIRBY

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IN A NUTSHELL:

Seasoned HCI leader of global experience teams & passionate advocate of UCD. Specialising in User Experience, Product & Service Design particularly within Digital Transformation. Expert in using quantitative and qualitative behavioural data to inform and drive design.

WHY HIRE ME?

- I define robust strategies that improve online performance for businesses I work with
- I juggle beyond research and wireframing - I build and foster multi-functional, strong teams; advocate Agile delivery & flex to fit within your current structure
- I'm a fixer - I forge strong relationships across the business and put the user at the heart, with the right processes and the right team
- I bring design led processes into any environment
- And exceptional cat herding skills.

current position

April 2022 – Pres

Head of Product & Experience Design - SeedLegals, London

Leading a small team of designers across the SaaS product, its connected services and commercial website in LegalTech. Fast, furious and fun.

previous experience

May 2021 – May 2022

Director of Service Design - Modern Human, London

Product Strategy, Service Design and UX Consultancy. (*Maternity cover*). Owning the Service Design Team and related projects. Client management, Project management, Pitching and tap dancing as required. Project examples include:

- Web Vision & Strategy – does the web still have a place? – for a major grocery chain
- Differentiators for a Learning Management System (Edutech) to remain the leader in a disrupted marketplace

July 2020 – pres

Founder - V-ExD Ltd, London

A mixture of paid and pro bono work supporting start-ups and small businesses build their online base and fine tuning their SEO. Contracts vary from an ESG SaaS start-up, a mental health site for Stanford Medical through to doing pro bono work for my local Wimbledon Museum.

Head of Experience Design - Marks & Spencer, London *Team of 20+ Oct 2017 - July 2020*

Leadership of the multi disciplined design and experience team for digital retail across web, mobile apps and store devices. Shout out projects included the creation and design of the Instore App for food shopping, the redesign of the Loyalty scheme (SPARKS); a full omnichannel vision for the furniture department including AR configurator and the redesign of the Christmas Food to Order within challenging technical parameters.

- Initial redesign for Furniture showed 16% increase in conversion (equivalent of ca. £2.5m-£3m of incremental sales pa at 19/20 run rate)

- In the first 8 weeks SPARKS enhancements increased conversion, 1m downloads, 6m uniques & 8% increase to NPS
- CFTO updates in 2020 tracked weekly showing between 300% - 450% increases vs 2019

Head of User Experience - Sainsbury's Argos, London Team of 20+ Aug 2015 - Oct 2017

Creative strategy, guidelines and strong design capabilities to deliver high quality design and usability execution across web, mobile apps and store devices. Multivariate testing to ensure updates were optimised.

Definitive, trackable increase in sales with each new feature, which led to Increased revenues and footfall - hitting not only the stretch target of £250m but also shifting to 66% online business (from 33%) via:

- Redesign of entire selling journey HP, DLP, PLP, PDP & Checkout plus Taxonomy & hierarchy to get customers to products faster
- Finance integration across selling journey
- Home page improvements that increased scroll, dwell time & conversions

Head of UX - BTFG – Panorama, Sydney Team of 20+ Jan 2013 - July 2015

Delivery of the entire future user experience for BT investors and financial advisers across all BT's Wealth products. A challenging business transformation project, re-platforming, redesigning and rebranding multiple mainly paper or software-based products into one cohesive omnichannel experience.

- Reduced time to market as the business sponsor tasked with initiating and championing Agile
- Introduced Design Led thinking into a large, traditional waterfall organisation
- Modular design pattern systems to enable faster deployment and consistency of experience.
- Clear market leader - scoring 90% vs closest competitor at 79%

Head of UX – SEEK.com, Melbourne Team of 10+ Oct 2011 - Jan 2013

Actively shifted the current experience to meet the brand personality and new strategic initiatives across all platforms www.seek.com.au

User Experience leadership connecting the digital channels to be cohesive with the strong, humorous and iconic offline brand.

- Design and delivery of their first mobile app to market B2C – No 1 in iTunes store
- Blocked disruptors (e.g. LinkedIn) via the strategic B2B development of a search platform and profile capability

a little more . . .

Group Manager – Experience Design, Avanade, London, UK

Creative Director, Sapientnitro, London, UK

Director User Experience, Flow Interactive, London, UK

Senior Director – Product Interface Design & Testing, LexisNexis, Dayton, USA

Prior positions to these in UK, Asia, Australia & USA – details available if required.

small print

2020 Google - Fundamentals of Digital Marketing

1994 MSc. Occupational Psychology, University of Hertfordshire, Hatfield, UK

1990 BSc Life Science (2:1), University of Westminster, UK