

Chris Ryer

UX / UI Designer

<http://chrisryer.com>

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Profile

I'm a Senior UX/UI Designer with a passion for crafting beautifully designed, immersive digital experiences. I lead design on complex products and apps from concept through to delivery — always from a user-centred perspective, always with an eye for craft.

I believe great design is equal parts logic and instinct. I bring creativity, rigour, and a genuine obsession with quality to every project — constantly pushing to solve the right problems in the most elegant way possible.

My process is rooted in a deep understanding of user behaviour and intent — shaped by data, research, and testing, combined with a strong grasp of human psychology, emerging technology, and design trends.

I'm energised by ideas that shift perspectives and products that genuinely change the way people live and work. If you're building something ambitious, I'd love to be part of it.

To view my Portfolio / examples please go to <http://www.chrisryer.com>

Skills

- UX/UI Design: Wireframing (lo–hi fidelity), Prototyping (Figma), Interaction design, Integrated Claude Code
- User Research: Personas, Testing, Analytics, A/B Testing, Heatmaps, Framer
- Design Systems & Accessibility (GDS experience)
- Information Architecture & Content Strategy
- Tools: Figma, Sketch, Adobe Suite, Miro, Jira, Confluence, Figma Make, Base44
- Front-end: HTML5, CSS3, SASS, JS, AI Tools
- Platforms: Salesforce, ServiceNow, CMS
- Agile delivery & Stakeholder management

Experience

Freelance, Lead UX UI Designer - WQA (eCommerce Design Systems B2B B2C)

Mar 2026 - Sep 2026

Lead UX UI designer for WQA / doTerra, developing design systems from scratch in figma, integrated claude for skills, architecting user journeys for native B2C & B2B mobile apps & web journeys.

Freelance, Lead UX UI Designer - BSQ Group (B2B eCommerce)

Dec 2025 - Mar 2026

Lead UX UI designer for BSQ Group, designing their business start up web portal, ideation - discovery, lo-fi wires to interactive Figma prototype, fully supported design system to follow. Prototype in Figma make.

Freelance, Lead UX UI Designer - F1 Vegas Karting (Racing)

Sep 2025 - Dec 2025

Lead UX UI designer for F1 Vegas, designing their scheduling, booking and live system, ideation and discovery, lo-fi wires to interactive Figma prototype, fully supported design system to follow.

Freelance, UX UI Designer - London Market (Insurance / Fintech)

Nov 2024 - Sep 2025

Led product design for the London Market portal, delivering user-centred journeys and a Salesforce-powered platform for insurance and financial services.

- Freelance, Lead UX UI Designer- KPMG (B2B, B2C, Agency)** **May 2024 - Nov 2024**
Lead UX UI Designer for the KPMG, architecting their cutting edge portal, stakeholder engagement, IA, research, prototype in Figma, iterated design around user testing.
- Freelance, UX Designer - Department For Education (GDS)** **Jan 2024 - May 2024**
Led UX for DfE's internal portal, designing research-driven Figma prototypes, iterating via user testing, and contributing to the GDS toolkit.
- Freelance, Product Designer - EE (e-commerce)** **Sep 2023 - Jan 2024**
Led product design for EE's home security offering, driving discovery, IA, and Figma prototypes, while maintaining the design system and leading testing and accessibility.
- Freelance, Senior Product Designer - London Market (Insurance / Fintech)** **July 2023 - Sep 2023**
Led product design for the London Market portal, delivering user journeys, research-driven prototypes, and a Salesforce-powered platform for insurance and financial services.
- Freelance, Senior Product Designer - O2 (eCommerce)** **Feb 2023 - July 2023**
Lead product designer for O2 mobile, focusing on re-designing main user journeys including Product select, Basket, Checkout. As well as maintaining and developing their new Figma design system migrated from Sketch.
- Freelance, Senior Product Designer - Apryl (Fertility healthcare tech)** **Nov 2022 - Feb 2023**
Lead product designer for Apryl, an online fertility clinic pairing users with healthcare professionals, architected their online portal from a user centred approach, lo to hi fidelity prototype backed by user research.
- Freelance, Senior Product Designer - Asda (Retail)** **June 2022 - Nov 2022**
Lead product designer for Asda, designing their new e-commerce solution on returns, including maintaining their design system, customising modules within salesforce to enable a bespoke front end.
- Freelance, Senior Product Designer - Nando's (Food & Beverage)** **April 2022 - June 2022**
Lead product designer for Nando's, designing their forecasting, stock and logistics app from scratch, design lead within an agile team.
- Freelance, Senior Product Designer - NHS (GDS Healthcare theatre booking)** **Jan 2022 - April 2022**
Lead UX UI Designer for NHS Wales architecting and designing their hospital theatre booking system TOMS.
- Freelance, Senior Product Designer - Gamesys (Gaming)** **Nov 2021 - Jan 2022**
Lead product designer for Gamesys designing their design system and also their app based gaming products.
- Freelance, Senior Product Designer - BP (Energy saving)** **Aug 2021 - Nov 2021**
Lead product designer for BP working on their energy saving app powered by salesforce.
- Freelance, Senior Product Designer - DEFRA (GDS, Agriculture storage / tracking)** **Jun 2021 - Aug 2021**
Lead product designer for DEFRA working on their agricultural analytic tracking platform, GDS focused, contributed new user centred components to GDS toolkit & GIT.
- Freelance, Lead UI Designer - SKY (eCommerce)** **April 2021 - Jun 2021**
Lead UI Designer for sky working on their mobile offering, research driven (card sort) from a user centred approach.
- Freelance, Lead Interaction Designer - NHS (Healthcare B2B GDS Gov)** **Nov 2020 - April 2021**
Lead Interaction Designer for the NHS working on the front of house covid portal, UX review & prototyping.
- Freelance, Lead UX UI Designer - Planning Portal (Consumer GDS)** **Jun 2020 - Nov 2020**
Lead UX UI designer for Planning Portal working on their new and improved digital planning permission service.

- Freelance, Lead UX UI Designer - NHS (Healthcare B2B GDS Gov)** **Jan 2020 - Jun 2020**
Lead UX UI designer for Valtech working on a data security app for the NHS, architecting user centred designs from workshops, Lo-FI wires to Hi-FI end product prototype, Invision studio, sketch.
- Freelance, Lead Mobile UX UI Designer - Kwiff (Gaming)** **Feb 2019 - Dec 2019**
Led UX/UI for Kwiff's iOS & Android app, delivering user-centred designs from workshops to prototype, and introducing gamified features like "watch as you bet" and a rewards-driven mood bar.
- Freelance, Lead UX - Holland & Barrett (eCommerce)** **Dec 2018 - Feb 2019**
Led UX for Holland & Barrett, using research-led insights to design a refreshed eCommerce experience, with wireframes and supporting documentation for development.
- Freelance, UI UX Architect, Consultant & Designer - Gala / Buzz Bingo (Gaming)** **June 2017 - Dec 2018**
Led design for native iOS & Android apps, defining user journeys, IA, and content strategy, delivering research-driven prototypes and high-quality UI.
- Freelance, UX Designer - DVSA (B2B, GDS, Gov)** **March 2017 - June 2017**
Architected user journey for the gov MOT digital service, user centred design to strict GDS guides, lo-hi fidelity wires, working closely within design team with an agile approach.
- Freelance, UX Designer - The Whites Group (Fintech, Digital banking)** **June 2016 - March 2017**
Full UX Audit of financial trade application, research, value proposition, competitor audit, stakeholder interviews, wireframe, design, hi-fidelity mockup of application & portal, design lead & developed front end on financial products.
- Freelance, UX Designer - Initials Marketing (Healthcare, B2B, Saas)** **Mar 2016 - June 2016**
Redesigned tablet experience for Boots & Philips, delivering user-centred UX, IA, content strategy, and full UX audit with lo-hi fidelity wireframes.
- Freelance, UX UI Consultant - Veritone - Machine Box (AI Machine learning)** **Personal Project**
UX UI consultant & designer for a machine learning company, architecting user centred designs from research, wires to end product prototype invasion studio & sketch.
- HSSNET, Lead UX Designer (Healthcare, GDS)** **Aug 2014 - Mar 2016**
Led UX at HSSNET for NHS products, defining processes, IA, and prototypes, with front-end support using HTML, SASS, and JavaScript.
- Capita, UX Designer & Consultant (B2B, Gov, Learning, GDS)** **Mar 2012 - Aug 2014**
UX Designer at Capita, developing learning apps, shaping user experience, and collaborating with stakeholders to deliver seamless Salesforce-based front ends.
- Numero, UI / UX Developer (B2B, Communications)** **Jan 2011 - March 2012**
Joined Numero as a UX UI developer to help develop their product 'Numero Interactive', Worked on projects creating pixel perfect customer service interfaces for major companies including Yodel & Tesco.
- IO-ME Ltd, UI / UX Developer (Consumer, Social)** **Nov 2009 - Jan 2011**
Joined IO Global as a UX UI Developer to help develop their social apps.

References

Available on request.