

MARK HEMS

LEAD UX DESIGNER

London, UK Tel: +44 7894822837

markhems@yahoo.com

<https://markhems.wixsite.com/markhemsuxportfolio>

EXPERIENCE

Lead UX Designer | May 2025 - Present

Bionic, London

- Led the UX design for the Renewals team
- As well as defining web designs, moderating user research, and facilitating workshops, I partnered with tech and sales teams to streamline Salesforce UX and optimise operational efficiency
- Applied a data-led, hypothesis-driven approach to deliver measurable improvements to web journeys, optimising conversion and customer satisfaction
- Mentored and inspired my team to deliver best in class experiences

Senior UX Designer | Jun 2023 - Feb 2024

John Lewis, London

- Shadowed customers in-store and online to map omnichannel experiences and identify friction points
- Created service blueprints and prototypes for the new loyalty scheme, improving engagement
- Led cross-functional design sprints, accelerating delivery by 30 % and aligning business and user goals

Senior UX Designer | Jan 2023 - March 2023

Transform, HM Courts and Tribunal Service, London

- Simplified the process of carrying out complex legal processes, streamlining 53 journeys to just 17
- Deconstructed existing processes using task analysis and user interviews to get to the heart of user needs
- Developed prototypes in Figma, leveraging GDS components to ensure excellent web accessibility and consistency with government standards

Senior UX Designer | Feb 2021 - Apr 2022

Universal Credit, DWP, London

- Designed solutions to support the Government's Kickstart initiative, helping to secure 163,000 jobs
- Helped build the Universal Credit UI component library in Figma, delivering 16 dynamic components
- Teamed up with user researchers to develop a complex diary management application from the ground up, saving the government millions per year

Lead UX Designer | Nov 2020 - Jan 2021

Hangar 13, Brighton

- Managed a team of UX and UI designers to develop the UX for an ambitious next-gen game, coordinating with studios across 3 continents
- Worked closely with the game director to understand business requirements and translate the overall game vision into a set of prioritised UX/UI deliverables
- Developed detailed mechanics onboarding strategies and assessment criteria based on cognitive neuroscience and behavioural science principles

Senior UX Designer | Jan 2020 - March 2020

Precision Effect, Windsor

- Designed an innovative conference experience to showcase Roche Neuroscience products to American Association of Neuroscience delegates
- Used the above to create personas and journey maps to pinpoint pain points and opportunities

PROFILE

Lead UX Designer with over 20 years of experience delivering human-centred design across public, retail and entertainment sectors. Adept at leading multidisciplinary teams, shaping UX strategies, and championing accessibility. I combine evidence-based research with creative vision to craft intuitive, inclusive experiences.

EDUCATION

Lancaster University

Master's by Research - Design and Evaluation of Advanced Interactive Systems (UX)

Grade: Distinction

Sunderland University

Bachelor of Science (Hons) - Psychology with Philosophy

Grade: 2:1

CORE SKILLS

Information Architecture, Experience mapping, User Flows, User Journeys, Service Mapping, Wireframing, Visual Design, Prototyping, Usability testing, UI component development, Analytics, Facilitating workshops, Design sprints, Management, requirements analysis, test plans, Storyboards, Agile development, Responsive design, User Centred Design

Senior UX Designer | Nov 2019 - Jan 2020

Territory Studio, London

- Designed 6 futuristic experiences for the Dubai Expo 2020 convention, each using cutting-edge technologies including VR, holography, and Ghost LEDs
- Conducted in-depth ergonomic evaluations to ensure that each experience was highly accessible - a key requirement for this global convention
- Conducted expert reviews of existing designs, providing recommendations to improve usability and accessibility
- Produced wireframes and prototypes which guided the development of experiences used by 24 million visitors

Senior UX Designer | July 2019 - Aug 2019

Preloaded, London

- Redesigned and optimised onboarding for the McDonald's app
- Carried out user testing with 20 children and their parents, identifying key strategies employed by 3 different age groups and how they interacted with their parents to onboard to mobile apps
- Conducted ergonomic assessments to identify 6 tablet-holding profiles and determine the optimal placement of CTAs
- The above led to the development of prototypes that optimised the onboarding process, cutting the number of steps in half and leading to a 43% increase in engagement

Senior UX Designer | Jan 2018 - Nov 2018

John Lewis, London

- Re-designed and optimised the My Account area of the website using analytics and usability testing to streamline information architecture, taxonomy, and placement of CTAs resulting in a satisfaction increase of 64%
- Created wireframes and prototypes and worked closely with developers to implement designs
- Facilitated design sprints, collaborating with stakeholders to prototype solutions, optimising product delivery by 33%
- Conducted frequent user testing and a/b tests leading to an overall 62% uplift

Principal UX Designer | May 2017 - Oct 2017

Plotist, London

- Led the design of a responsive website for writers
- Conducted expert reviews, making recommendations that reduced the onboarding process by 50%
- Interviewed writers to develop a detailed understanding of user requirements
- Produced novel features such as a visual timeline which tested exceptionally well with users

UX Designer | Nov 2015 - May 2016

British Gas, Staines Upon Thames

- Pushed to become a UX unicorn, redesigning and optimising the My Account area of the website which included 76 complex journeys
- Planned and moderated usability testing twice a month
- Provided detailed visual designs in alignment with style guides
- Leveraged analytics to optimise conversion by at least 20% for each journey

Lead UX Designer | Oct 2008 - Nov 2015

Sony Computer Entertainment, Cambridge/London

- Managed a team of 4 designers to develop 4 worldwide, triple-A titles, winning a BAFTA for LittleBigPlanet
- Designed the UX for several TV apps including PlayTV, PS4 TV services, UEFA Champions League, Powers, and SENTV.
- Flew to Geneva to present Champions League concepts to UEFA, securing their buy-in for a new app and obtaining better value for a £50 million sponsorship
- Planned and conducted usability and beta testing

TOOLS

Figma, Sketch, Invision, UXPin, Adobe XD, Axure, Adobe Creative Cloud/CS, Miro, Mural

SOFT SKILLS

Creative thinking, Problem-solving, Analytical skills, Articulate, Methodical, Organised, Detail Oriented, Multi-tasking, Attention to detail, Great interpersonal skills, Adaptable, Flexible, Punctual, Excellent communicator, Presentations

AWARDS

BAFTA for LittleBigPlanet PSP, 2010, Best Online Game