Chris Samms

User Experience Researcher / Architect

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# About

User Experience Researcher and Architect with a history of creating strong user experiences for major brands and organisations. With an MSc in Ergonomics and Human Factors, I translate research and understanding of user behaviour into practical and engaging experiences enhancing how people engage, interact and communicate. I have worked with TFL, Scottish Parliament, Visa, RNLI, Colgate, Microsoft, BBC and several government projects.

## **Work History**

## **NHS England July 2022 to April 2024**

## Working on the Covid and Flu National Booking Service researching with different cohorts of the population to improve the experience of booking vaccines.

## **Rail Delivery Group (RDG) via Cadence Innova: Lead User Researcher August 2021 to July 2022**

## Passed GDS Alpha Assessment

## Working with Rail Delivery Group to deliver the **Rail Data Marketplace** a cross-industry initiative to amalgamate rail and cross-modal data into a single public facing data platform to improve efficiency and spark innovation in the rail industry.

## Planning and conducting research to GDS standards across various organisations such as National Rail, Train Operating Companies, travel planning companies such as Citimapper and new smaller start-up organisations.

## **HMRC via Capgemini: Senior User Researcher Oct 2020 to August 2021**

* Researcher for **Job Support** **Scheme** (Extension to furlough scheme): Researching replacement scheme with new users.
* **Job Retention Scheme (JRS Furlough Scheme):** Researching the impact of government changes to the scheme calculator.
* **EU Exit – International Trade Customs Reimbursement:** Researcher on a new service to replace paper forms to improve efficiency and the user experience for customs reimbursements due to increased demand.
* Discovery into **Northern Ireland international trade** looking into policy, process and systems used currently for Northern Ireland trade and making recommendations for a future service.

## **Ministry of Justice: Senior User Researcher March 2020 to Oct 2020**

## Researcher for **Prison Escort and Custody Service (PECS**) digitising existing paper forms and adapting the processes involved in transporting prisoners and detainees between police, courts, hospitals and prisons.

* Ensuring health, security and risk information was captured and passed to different locations to ensure safety.
* Researching the electronic booking of transport with 3rd party providers.
* One of the first digital services to align data across police, courts and the prison service.

## **Cabinet Office via Softwire Ltd: User Researcher Sept 2019 to March 2020**

## Researcher on the **Gender Pay Gap** reporting service understanding employers’ needs before reporting.

## **User Research Consultant: Pitch assistance for Olive Jar Digital Agency Sept 2019**

## Working with an agency on a pitch for future work. Developing the scope and attending the pitch.

## **Paddy Power Betfair: User Researcher Aug 2019 to Sept 2019**

## Designing a prototype based on new designs for a new iPhone app being built. Usability testing prototype with end users.

## **HMRC: Making Tax Digital: Technical User Researcher April 2019 to July 2019**

## Working within the Transaction Monitoring team researching developers who work for private software companies submitting tax information on behalf of accountants and company owners. Understanding how HMRC can improve the data quality submitted by these software houses. Working in an iterative and cross-functional agile team.

## **Ministry of Justice: Senior User Researcher July 2016 to April 2019**

## Senior user researcher working on several MOJ projects: **Claim for Crown Court Defence (CCCD),** **Tax Tribunals, Moving People Safely and Money to Prisoners service**.

* Guiding CCCD and Money to Prisoners Live GDS Assessments.
* Working closely with developers and service designers shape and develop the right solution based on user needs.
* Planning, designing and conducting user testing sessions, producing briefs and analysis of research outcomes.
* Contextual User Research in Prisons, Police Stations, Courts and Solicitors premises.
* Working with Product owners and Delivery Managers to develop user research strategy based on roadmap.
* Testing end-to-end solutions, prototypes and services that are in beta phase.
* Flexible approach based on an iterative and agile environment.
* Liaising and feeding back research to stakeholders developing solutions that meet business and user needs.

##  **IG Group (Financial Derivatives Trading): User Experience Research & Design Sept 2012 to July 2016**

* Working across several complex mobile and desktop trading applications as well as the marketing website.
* Assisting teams to define project scope, conducting research with traders, and presenting findings.
* Working within an Agile framework, producing Wireframes, user flows/journeys.
* Understanding of complex trading platforms and how customers use them across web and mobile. Mobile and desktop prototyping and user testing.

##  **Ladbrokes PLC: User Experience Architect June 2012 to Sept 2012**

## Developing a new online multiple cards payment facility for Ladbrokes across web and mobile.

* Attending meetings with 3rd party suppliers to discover technical scope of the project.
* Working closely with developers and business managers to develop requirements within a strict time frame.
* Creating user flows across Web and mobile. Creating an Axure prototype of the defined solution.

##  **VML London: WPP (Design and Build Agency): User Experience Architect June 2011 to June 2012**

## Working on campaign projects for major international brands and assisting with pitches for new business.

* User research, heuristic evaluations, creation of personas, user journeys and information architecture.
* Web/Mobile Wireframing using OmniGraffle, creation of interactive prototypes using Axure. Presentation of design solutions to stakeholders.

##  **Redweb Digital Agency (Design and Build Agency): User Experience Architect March 2009 to June 2011**

## Working on large government and local authority projects. Requirements gathering, stakeholder interviews and competitor reviews. User research, heuristic evaluations, creation of personas, user journeys. Wireframing using Adobe Illustrator, creation of interactive prototypes using Axure. Information architecture, card sorting, focus groups and affinity sort workshops.

* Mobile prototyping and user testing of existing websites to discover usability issues. Report writing and presentation of findings to stakeholders.

## **Motorola Inc. & ESRI (Loughborough Ergonomics and Safety Research Institute) June 2008 to Sept2008**

* UI/Usability Researcher (co-operative research project placement)
* Short placement with Motorola working in conjunction with Loughborough University ESRI department
* Investigated mobile phone content sharing culture amongst sports fans.
* Created user-centric mobile phone social-networking interface.
* Explored and utilised human factors approaches to user research.
* Gained experience transforming research outcomes into applied user-centred designs.

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## **Education**

##### Loughborough University: MSc Ergonomics and Human Factors

##### Leeds University: BA (Hons) Psychology/Business Management

# Skills: Axure, OmniGraffle, Sketch, Figma, Miro, Mural