

Product Designer

For over 10 years, I've been designing and building thoughtful, intuitive and accessible experiences — balancing user needs with business goals to create products that are both delightful and effective.

Selected Experience

Deliveroo • Senior Product Designer

NOV 2021 – Present

Leading design for the **Handover space** with multiple teams, I work across all verticals within Deliveroo—Consumer, Rider, Restaurant, Grocery, and Care. I contribute throughout the entire product lifecycle, from research to implementation, designing for web, iOS, and Android.

My work directly impacts high-visibility products used by **millions of users monthly, across 11 markets worldwide:**

- **Order Tracker redesign:** Sole designer responsible for Deliveroo's order tracking experience, a critical touchpoint used by millions of users daily. Led a ground-up redesign to contextualise order updates, improve accessibility, and create a North Star vision with an iterative roadmap. Presented concepts to senior leadership, securing alignment and buy-in for long-term improvements.
- **NFC Check-in System for Riders:** Designed and launched a new NFC-based rider check-in system, scaling from 0 to 1,537 partners in its first 3 months, with a target of 10,000+ in 2025.
- **Generative AI Care Chatbot:** Designed consumer and agent experiences, establishing a new design language for Deliveroo's chat system to enhance usability, scalability, and AI-driven support.
- **Restaurant Order Management (ROM):** Designed a one-click 'order ready' feature, boosting adoption from ~20% to 45% and saving 5 seconds of Rider Wait at Restaurant (WAR). Targeting 80% adoption globally by end of 2025.
- **Joey (Additional Order Upsell):** Led design of this new feature, driving a 4.61% grocery Order Value uplift, 23.8% HOP Order Value uplift, and a £0.08 profit increase per order. It became the most effective grocery customer acquisition source ever, outperforming marketing campaigns by 50%.
- **Contentsquare 2023 Best Digital Experience Innovation Award:** Contributed to Multi Pickup Stacking (MPS) project, an award-winning innovation. I also led the award submission, handling scripting, filming, editing, and presentation.
- **Moments of Delight:** Advocated for animation & moments of delight in design, teaching other designers LottieJSON and having my work featured in UX publications such as *Built for Mars* for its impact on user experience.

FutureGov • Senior Product Designer

- 2019 – 2021 • Senior Product Designer
- 2016 – 2019 • Product Designer

At FutureGov, I led product and interaction design on project teams, working closely with service designers, and I line-managed a junior designer. I designed and built prototypes at varying fidelities, from quick concept validations to fully interactive experiences and live end-to-end products.

Key projects included redesigning and rebuilding the **BFI website**, implementing a new design system in Figma and Storybook, designing a **new website for Northamptonshire Council** and creating various **internal case management systems**.

This role strengthened my ability to design complex services, balance user needs & operational constraints, and build scalable solutions.

Designlab • Mentor

2016 – Present

Outside of work, I mentor aspiring designers at DesignLab across courses like the UX Academy, Advanced Accessibility & Usability, Advanced Figma Design, and other short courses. I provide feedback, career advice, and hands-on support to help students build strong design skills and industry-ready portfolios.

Modus Digital • Designer & Developer

2014 – 2015

Wonder Room • Design Technologist

2012 – 2013 year placement

Chris Evans

Product Designer

evanschris.com

hello@evanschris.com

+44 79555 686 43

Skills

User research

Uncovering the why behind user behaviour, not just the what. Skilled in generative and evaluative research, from in-depth interviews to usability testing. Mapping experiences, understanding behaviours, and turning insights into action.

Product thinking

Zooming out to see the bigger picture—what problem are we really solving? Blending user journey mapping, Jobs to Be Done, and service mapping with a strong grasp of business impact to create products that work for both users and the company.

Interaction & visual design

Designing experiences that feel effortless and look polished. Crafting intuitive user flows, wireframes, and prototypes while using typography, colour, and hierarchy to enhance clarity. Passionate about design systems, accessibility, and micro-interactions that bring products to life.

Motion design

Bringing products to life with animation, micro-interactions, and engaging visuals. Experienced in UI motion design, Lottie animations, and video editing, enhancing usability, delight, and storytelling across digital experiences.

Front-end development

Bridging the gap between design and code to create scalable, accessible, and high-performance experiences. Proficient in all the basics—HTML, Java/TypeScript, React, and Swift. This hands-on knowledge improves collaboration with engineers, enabling clearer communication, better handovers, and a shared understanding of feasibility and constraints.

Tools: Figma • FigJam • Framer • Jitter • LottieJSON • Storybook • VS Code • Xcode • GitHub • Adobe Creative Suite • Usertesting.com

Education & training

Design for Everyone

JUN 2024 • Designlab

Up-skilled quickly in this new **Advanced Usability and Accessibility** course to mentor groups of 12 students at a time, teaching best practices in usability, accessibility, and inclusive design.

Presenting with Presence

DEC 2023 • Maynard Leigh

An intensive two-day programme focused on developing engaging, confident, and dynamic presentation skills. Strengthened my ability to communicate ideas effectively, motivate audiences, and present with energy and conviction.

Interview Training

MAR 2022 • Deliveroo

Trained in structured interviewing techniques, ensuring fair, effective, and unbiased candidate assessments for hiring processes.

BSc. Digital Art & Technology

2010 – 2014 • Plymouth University

BSc. First Class Honours, specialising in Interaction Design in final year.

Focusing on human-computer interaction, UX design, and front-end development. The course combined computer science, digital media, and design thinking, equipping me with a blend of technical and creative skills to develop user-centred digital experiences.

Other education

2009 • Teaching English as a Foreign Language

2008 • Open University short course:

Robotics & the Meaning of Life

2008 – 2009 • A-Levels:

Art-A*, Computing-B,

Archaeology-A Psychology-B, Law-B