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Chrissy **Welsh**

Lead UX/UI, Visual, User Experience, Interaction, User Research

EARLY ADOPTER
PHOTOSHOP WHISPERER
USER FLOW TESTER
INTELLIGENT...

SUPER ENGAGED
TEAM PLAYER
PS4 & WII ENTHUSIAST
VECTOR LOVER

FAIL FAST, WIN FASTER
LEAN EVANGELIST
SPEAKER OF CONFERENCES
MENTOR OF START UPS

Hello there!

So, let's just dive in? Let me start by introducing myself. My name is Chrissy Welsh, born in Glasgow, Scotland to fairly nomadic parents. I moved to Amsterdam in 2010, after an offer to build the worlds first online IDE (Cloud9 IDE).

Always hungry for dynamic interfaces and collaborative user-flows, I do love designing and prototyping visuals too. In terms of design strategy I strive for simplicity, consistency and self-explanatory interactions. I'd say I am more "Apple" than "Android." I have experience directing other designers, dev teams and other stakeholders in both Lean and Agile setups, and was part of the management team at Backbase. I favour a Lean minimalistic team- and organisation setup to amplify efficiency & output.

I am young but still come with over 10 years extensive experience in cutting edge design, user journeys, digital touch points, wireframing , creating personas, testing and designing for digital media. My previous responsibilities included conceptualising and reinventing online banking for ABN AMRO & others. I have designed innovative designer portals for ADIDAS and designed the world's first Cloud based IDE. (Cloud9 IDE) I would create the user experience, interactions and design the visual web-presence. I have also lead teams of designers and developers. As a UX professional, I helped guide the design and development teams in creating features and flows. I also have extra skills you can utilise in HTML, CSS, knowledge of gamification systems, speaker at conferences and much, much more.
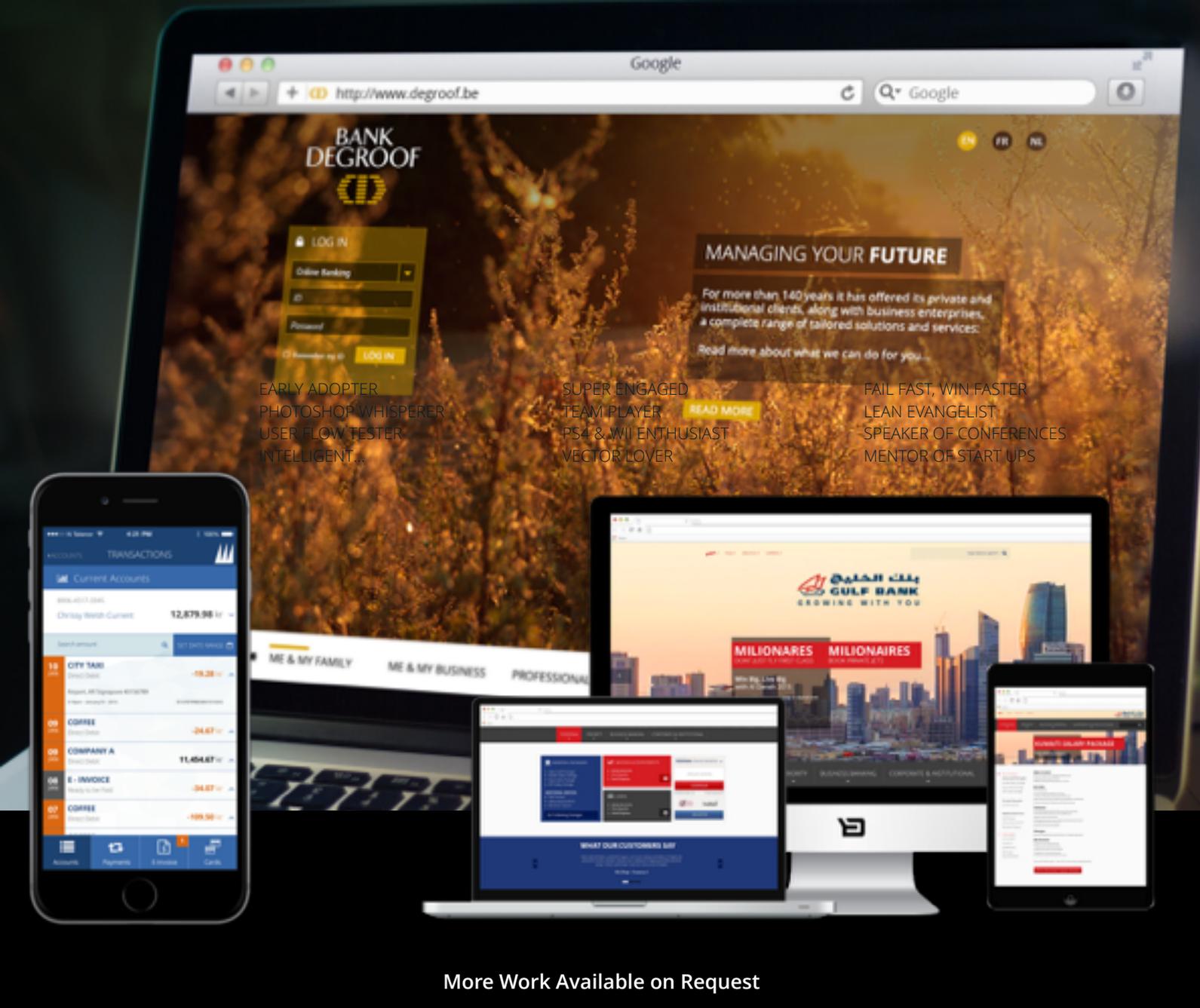
Last but not least, I live right in the centre of Amsterdam, with a lovely apartment I ahem bought last year.

Thank you for reading!
Chrissy

Want to know more?   ➜ Keep on reading   Mail me: chrissy.d.welsh@gmail.com
Invite me for tea?   ➜ Tweet: @chrissywelsh   Call me: +31 (0)624661064

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HEURISTIC EVALUATION & OPTIMISATION
PLAYFUL, CLEAN & DATA DRIVEN DESIGN

PATTERN DESIGN
USER FLOWS
GAMIFICATION IDEAS

BRAINSTORMING
LEAN UX
SPEAKING AT CONFERENCES

🔧 Professional Skill Set

User Interface Design
Design for Mobile Devices (Cross Platform)
Interaction Design
User Experience & SEO
Graphic Design
Photoshop
Team Leadership

Illustrator
Balsamiq
UX Pin
Marketing
HTML(5)/CSS(3)/JS
Sketch
Illustrator

♔ Awards

The Hammerman Award (winner)
An award given to outstanding performances for design.

Prince Phillip Award (Award runner up)
Which is an award only given to two people in the whole of Scotland and given to those that achieve excellence within their chosen profession.

⚑ Languages

English: Native   **Dutch:** A2 Working Level

💻 Work Experience

July 2011 - Present Backbase BV
Lead UX & Principal Consultant
At Backbase I lead the UX for Professional Services. Having grown the creative team from 0. I have grown and helped mature the UX and project methodologies. I define UX process, define users, understand journeys, create flows, create visual solutions, cross platform design, connected device design, prototyping, coach clients on good design thinking, travel and take the lead with the possibilities and impact new technology has on solutions, and how to design for it. I am also a mentor to my team in the ways of UX, and Talent Manage 20+ UX Consultants, Front End and Back End Developers.

July 2011 - Dec 2012 Cloud9 IDE BV
Senior UX/UI Designer (Full time)
I conceptualise and designed the Cloud9 IDE user experience and general web-presence. As a senior UX, I helped guide our design and development teams in building features and flows. On a typical day I can be found designing interfaces, flows, wireframes, doing user interviews & solving product logic. I was also involved in the business' future vision and collaborate with our CEO, CTO, Creative Director and Marketing.

Aug 2010 – July 2011 6central Ltd
Creative & Operational Director
Responsible for the design, flow, feature implementation and UX/UI of new products. I was also responsible for translating marketing objectives into creative strategies, designs, and plans. I managed and created the graphic design, website development, social media presence, collateral development, copywriting, advertising and promotions, as well as day to day running of the office. Working in a small team means good communication skills are vital.

Nov 2009 – Aug 2010 Vamosa Ltd
Visual Designer
At Vamosa I was the visual designer inside the development team for all their software products, which encompasses designing their look and feel as well as all user experience (UX/UI) work. I also built animations, set guide audio and screencast product videos for the web.

Mar 2007 – Nov 2009 Dunning Design Ltd
Graphic Designer
At Dunning I was responsible for all aspects of design for print and web. One of only two designers in a busy design studio.

Sep 2005 – Mar 2007 LTScotland
Graphic Designer (Fixed Term Contract)
I created high-quality educational materials and online resources. Typical work included designing Websites, E-Cards, posters, booklets and company report packs.

Education

2001 - 2003 Glasgow Caledonian University
BA (Hons/Masters) Applied Graphics with Multimedia Technology
I achieved my degree with distinction Mark: 2:1. Main subjects included design studies, project management, HCI, multimedia development technologywith interface design, business studies, graphicdesign, webpage development, animation, desktop publishing and 3D modelling.

1999 - 2001 Central College of Commerce
HND Digital Art and Design
I achieved my diploma with 12 merits. Main subjects included graphic design, internet technology, desktop publishing, 3D modelling and fine art.

Conference Speaker

Convey UX 2016 - Seattle
Designing for Cross Channel User Experience

TopConf 2015- Bucharest
Designing for Cross Channel User Experience

Code Motion 2014- Milan
Failing fast for Quick Wins

Dutch Mobile conference 2014 - Amsterdam
Hitchhikers guide to Using without a Uxer

Additional Information

Organiser: HTML CSS Meetup Group
http://www.meetup.com/Amsterdam-HTML-CSS/

Gamification Certificate (95.1% pass rate)
Completed though Coursera with Penn State University Online.

Inspiring Leadership through Emotional Intelligence (100% pass rate)
Completed though Coursera with Cape Western University.

Mentor: www.TryDesignLabs.com
http://trydesignlab.com/chrissywelsh/

Mentor: Startupbootcamp
I mentor the next generation of startups. www.startupbootcamp.org/mentors/chrissy-welsh

References

Available on request

For statements of recommendation please visit my LinkedIn:
http://uk.linkedin.com/in/chrissywelsh
You can also google me "chrissy welsh" to see my online spaces.