

VANESSA KIRBY

Director User Experience & Product Design

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IN A NUTSHELL:

I improve online performance for businesses I work with, contributing to our **strategic** direction and **digital transformation**. Creating and leading teams, leaving them in stronger positions than before I started, with a **user-centred** focus across the organisation.

I've worked in house at big hitters such as **Argos, Marks & Spencer, LexisNexis, BTFG** and I have international **in-country experience** across Asia, Australia, USA & Europe. I have **consultancy/** agency experience from SapientNitro, Avande and **startups/growth** companies.

I bring a wealth of product experience and excel at forging strong relationships across the business. By understanding their agendas and bringing the customer into the room, I specialise in robust roadmaps that deliver award winning digital products and services. I juggle beyond research and wireframing - I build and foster multi-functional, strong teams; advocate Agile delivery & flex to fit within your current structure.

I also bring exceptional cat herding skills.

SKILLS

- UX governance for digital transformation
- User experience and design thinking for business growth and innovation
- Department management, mentorship and growth frameworks for individuals and teams
- Effective Design libraries, UX operations and delivery processes
- Research, monitoring, data analysis, insights and actionable solutions
- Agile processes, implementation and evolution
- UX, UCD and UXR centre of excellence advisory
- Communication, presentation, story mapping, conference speaking
- Organisational partnerships for effective strategic planning and OKR outcomes
- Integration of AI across UX - from improving processes to design integration.
SaaS, B2B, B2C, Mobile, Service Design

current position

April 2022 – Pres

Head of Product & UX - SeedLegals, London | [LegalTech / Startup](#)

Leading a team of Product Managers, Product/UX & Visual Designers across the SaaS products, its connected services and commercial website in LegalTech. Fast, furious, fun and a little bit dysfunctional.

- Multiple Product launches building to 15% increase revenue YOY
- New market launches - currently tracking for product market fit
- AI integration to achieve efficiencies - reducing support and integrating into the products
- Using UX techniques to help collaborations and process improvements across the business.

Founder - V-ExD Ltd, London | Freelance

July 2020 – May 2022

A mixture of paid and pro bono work supporting start-ups and small businesses build their online base and fine tuning their SEO. Contracts vary from an ESG SaaS start-up, a mental health site for Stanford Medical through to doing pro bono work for my local Wimbledon Museum.

Head of Experience Design - Marks & Spencer, London | Retail | Team of 26+ Oct 2017 - July 2020

Leadership of the multi disciplined design and experience team for digital retail across web, mobile apps and store devices.

Shout out projects included the creation and design of the Instore App for food shopping, the redesign of the Loyalty scheme (SPARKS); a full omnichannel vision for the furniture department including AR configurator and the redesign of the Christmas Food to Order within challenging technical parameters.

- Initial redesign for Furniture showed 16% increase in conversion (equivalent of ca. £2.5m-£3m of incremental sales pa at 19/20 run rate)
 - In the first 8 weeks SPARKS enhancements increased conversion, 1m downloads, 6m uniques & 8% increase to NPS
 - CFTO updates in 2020 tracked weekly showing between 300% - 450% increases vs 2019
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Head of User Experience - Sainsbury's Argos, London | Retail | Team of 26+ Aug 2015 - Oct 2017

Creative strategy, guidelines and strong design capabilities to deliver high quality design and usability execution across web, mobile apps and store devices. Multivariate testing to ensure updates were optimised.

Definitive, trackable increase in sales with each new feature, which led to Increased revenues and footfall - hitting not only the stretch target of £250m but also shifting to 66% online business (from 33%) via:

- Redesign of entire selling journey HP, DLP, PLP, PDP & Checkout plus Taxonomy & hierarchy to get customers to products faster to help hit the £250m stretch target
 - Finance integration across selling journey
 - Home page improvements that increased scroll, dwell time & conversions
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Head of UX - BTFG – Panorama, Sydney | Investment Bank | Team of 30+ Jan 2013 - July 2015

Delivery of the entire future user experience for BT investors and financial advisers across all BT's Wealth products. A challenging business transformation project, re-platforming, redesigning and

rebranding multiple mainly paper or software-based products into one cohesive omnichannel experience.

- Reduced time to market as the business sponsor tasked with initiating and championing Agile
- Introduced Design Led thinking into a large, traditional waterfall organisation
- Modular design pattern systems to enable faster deployment and consistency of experience.
- Clear market leader - scoring 90% vs closest competitor at 79%

Head of UX – SEEK.com, Melbourne | Online recruitment | Team of 10+ Oct 2011 - Jan 2013

Actively shifted the current experience to meet the brand personality and new strategic initiatives across all platforms www.seek.com.au

User Experience leadership connecting the digital channels to be cohesive with the strong, humorous and iconic offline brand.

- Design and delivery of their first mobile app to market B2C – No 1 in iTunes store
- Blocked disruptors (e.g. LinkedIn) via the strategic B2B development of a search platform and profile capability

a little more. . .

Group Manager – Experience Design, Avanade, London, UK | MS Tech

Creative Director, Sapientnitro, London, UK | Agency

Director User Experience, Flow Interactive, London, UK | Consultancy

Senior Director – Product Interface Design & Testing, LexisNexis, Dayton, USA | Legal publishing

Prior positions to these in UK, Asia, Australia & USA – details available if required.

small print

2024 Product Analytics Cert

2023 Master Figma Course - to Figma Pro

2020 Google - Fundamentals of Digital Marketing

1994 MSc. Occupational Psychology, University of Hertfordshire, Hatfield, UK

1990 BSc Life Science (2:1), University of Westminster, UK

Member of the Board of Trustees - Wimbledon Windmill Museum