

Cassie Best

I am a UX/Service Design consultant with a strong background in creative leadership and people management. I am passionate about delivering services that have a positive impact on people's lives and deliver value for the business. I consider the customer's end-to-end journey, spanning all digital, physical and human touchpoints.

I am an accomplished creative leader, having led teams at TalkTalk and helped to guide the digital transformation. I am familiar with both the client and agency context.

EXPERIENCE

Legal & General, Hove – *Senior UX Designer/Researcher (contract)*

OCT 2018 - PRESENT

Working within the My Account team, I have led the design of multiple products and services. These experiences span the end-to-end customer journey across networks of users, systems and touchpoints.

I helped to create a new automatic registration service that eliminated pain points within the manual process by partially registering customers and sending activation codes, embedded within emails and letters. Then, all customers needed to do was answer a security question and enter their login details. This service was used within a network of systems and journeys, and integrated with customer service and communication touchpoints.

Shell, London – *Senior/Lead UX designer & researcher (contract)*

JUL 2018 - OCT 2018

I worked with multiple cross-business teams to create an incident tracking tool for Shell employees worldwide. The tool allowed users to enter incidents of damaged products or dangerous spillages, either on the go or from the factory floor and track them through to speedy resolution. I further developed the tool through rounds of user testing and helped to deliver the MVP.

Consumer Intelligence, London – *Lead UX Designer/Researcher (contract)*

OCT 2017 - JUL 2018

Working in a consulting capacity, I used design thinking and customer insight to help shape and support the development of products and services for world-renowned financial institutions, such as Travelex and HSBC. I advanced

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SKILLS

Design thinking
Strategic thinking
Facilitation
Qualitative research
Data visualisation
Agile working
Communication
Stakeholder management /
Influence

ACHIEVEMENTS

2 Commendations at
**The Drum DADI Awards
2015**

Winner of a national
employee award where the
prize was an African Safari
TalkTalk 2012

TRAINING

Service Design Essentials
**This Is Service Design
Doing, 2020**

UX Design (part-time)
General Assembly, 2016

product strategy through customer research and concept creation and facilitated co-creative workshops. I managed client relationships, working with SMEs and stakeholders at all levels.

News UK, London — Senior UX Designer & Project Lead (contract)

FEB 2017 - AUG 2017

I worked with various Editorial Teams of The Times (News, Sport, Sunday Times, Travel, etc) to understand their differing day-to-day challenges when creating the digital newspaper. I observed them using their existing tools and processes and identified key opportunities for improvement. Our proposed solution was a WYSIWYG tool that would make it quicker and easier for the editors to create the daily editions. Acting as an evangelist for the new tool I promoted it across the business, presenting to the CTO and other senior stakeholders.

Dare, London — Senior UX Designer (contract)

JUL 2016 - FEB 2017

Employed through Dare as UX Consultant, I worked with EE on an exciting new project to create a tailored checkout experience for existing customers looking to upgrade or buy additional products and services. This was a huge project with aggressive deadlines. Ongoing transformations of the back-end systems and processes meant it was also highly complex. I worked across the entire process from research to functional requirements. I also led the second phase of the checkout transformation focusing on new acquisition and in particular buyers with a low credit score.

TalkTalk, London — Design Lead/Manager

DEC 2013 - MAY 2016

I was responsible for managing a team of 7 designers, leading the delivery of many online experiences during the company's digital transformation. I facilitated discussions and co-creation workshops which helped to inform the cross-channel self-service strategy. Educating stakeholders of the value of customer-centric design and growing my team within a 3 year period.

TalkTalk, London — Digital Designer

SEP 2011 - DEC 2013

I worked as a UI/UX designer on many highly complex products, including an onboarding website and app experience which was shortlisted for 2 DADI awards for 2015 (UX/UI), receiving recognised commendations in both categories.

Russell Design and Marketing, London — Senior Visual and Interaction Designer

JUL 2007 - MAY 2011

Starting as a junior designer I worked my way up to a senior position in the digital branch of this London based agency. Working across mobile, website, display advertising and email campaigns, taking projects from concept to creation. I also had a responsibility in the day to day running of the department, I

managed projects within my team, briefed freelancers and suppliers and liaised with the account handlers and clients.

EDUCATION

The Manchester Metropolitan University – *BA (Hons) Design and Art Direction*

SEP 2002 - JUN 2005

Solihull Technical College – *B-TEC Diploma Art Foundation*

SEP 2000 - JUN 2001

Cadbury College – *A-Levels Art, History & English*

SEP 1989 - JUN 2000