



Laurence Halford

Human Centred Design

PROFILE

An enthusiastic UX designer with 10 years of experience. Specialising in helping organisations understand their customers and develop product strategies that deliver impactful, human centred solutions.

CONTACT

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Portfolio:

laurencehalford.co.uk

EDUCATION

Digital Media Technology (2:1)

Birmingham City University / 2011 - 2014

EXPERIENCE

Senior UX designer

RS Industria / 2023 - Present

- Led UX design and implemented a user-centred design process.
 - Conducted customer discovery through interviews, surveys, and user testing.
 - Developed user flows, journey maps, wireframes, high-fidelity mock-ups, and prototypes.
 - Created and refined user stories with the development team.
 - Supported the implementation of a design system and provided UI feedback during development.
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Design Product Owner

RS Group / 2020 - 2023

- Led the UX redesign of Emerging Markets websites and CMS, improving checkout conversion by 3%.
- Conducted user research and collaborated with stakeholders to define requirements.
- Developed user flows, journey maps, wireframes, and prototypes.
- Defined the product roadmap and prioritised the backlog with the Technical PO and Digital Product Director.
- Supported the development team during implementation, providing UI feedback and QA testing.

SKILLS

User Research & Discovery

Conducting interviews, surveys, and usability testing to gather insights.

Wireframing & Prototyping

Creating low and high-fidelity prototypes using tools like Figma, Sketch or HTML

Cross-Functional Collaboration

Working with developers, product managers, and other teams to ensure cohesive design integration.

Mentorship

Providing guidance and mentorship to junior designers.

Strategic Thinking

Aligning design strategies with business goals and user needs to drive product success.

Agile & Lean UX

Incorporating feedback and iterating designs rapidly in an Agile environment.

Accessibility

Designing inclusive experiences for users with varying abilities.

REFERENCES

Available on request

EXPERIENCE

UX/UI Designer

Next plc /2018 - 2020

- Produced user flows, wireframes, high-fidelity mock-ups, and prototypes.
 - Collaborated with UX researchers on customer discovery and user testing.
 - Worked with stakeholders to define requirements and manage expectations.
 - Assisted in creating UX user stories and supported development with UI feedback and QA testing.
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Senior UI Designer

Travis Perkins plc / 2017 - 2018

- Enhanced UI processes by implementing a living style guide and standardising UI elements.
- Improved collaboration between UX and development teams.
- Mentored junior designers and supported them in their professional growth.
- Created user flows, wireframes, high-fidelity mock-ups, and prototypes.
- Provided HTML and CSS support during project implementations and collaborated with a third-party agency for user research.

For my full experience please view my [LinkedIn](#)