

Chris Blachford

Product Designer

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Career Summary

I'm a Toronto-based Singer-Songwriter and Product Designer with 2+ years of Enterprise UX experience, blending an extensive background in customer service with creativity and analytical problem-solving. Driven by empathy and a passion for exploration, I specialize in crafting user-centric designs and intuitive, seamless experiences that solve real-world challenges.

Professional Experience

Product Designer – Rogers Communications (via mobileLIVE), May 2024 – Present

- Design and iterate on Rogers' internal web tool, Oneview, for Wireless sales representatives using Figma to create user flows, prototypes, and high-fidelity mockups.
- Collaborate cross-functionally with stakeholders and developers to translate complex workflows into intuitive UX / UI solutions, facilitating alignment through design reviews.
- Advocate for design system best practices while proactively identifying and addressing inconsistencies within the user experience.
- Actively contribute to a supplementary design system to standardize non-catalogued components and assets actively used across the product, further expanding the primary system and supporting consistent design implementation.

UX Designer & Researcher (Volunteer) – Statflo, November 2023 – May 2024

- Led collaborative efforts with Statflo, a platform designed to help the telecommunications industry improve customer engagement, increase sales, and enhance their overall customer experience, **by conducting User Research and Design iterations** for their in-app analytic tools and User facing widgets.

Assistant Store Manager – FIDO, September 2020 – February 2024

- Led a team of 8 employees, established and kept accountable their up-to-date knowledge of services, policies, and in store procedures.
- Conducted 1:1 coaching sessions to discuss, analyze, and enhance employee performance.
- Assisted staff in building a positive rapport with customers through the management of their accounts, troubleshooting of devices, and answering their service related inquiries.
- Achieved highest store performance Nationally for Q3 and Q4 of 2023 and delivered an average **Customer Satisfaction Score of 98.4%** (based on 95 surveys) during this period.

Sales Associate – FIDO, April 2015 – September 2020

- Actively engaged with customers to identify their needs, recommend suitable products, and ensure customer satisfaction.
- Contributed to the team's success by exceeding sales targets on a consistent basis.
- Maintained a thorough understanding of company products, promotions, and policies to effectively address customer queries and concerns.

Singer / Songwriter, and Performer – Self Employed, January 2006 - Present

- Successfully booked and performed at over 150 events across Canada.
- Actively collaborate with musicians and industry professionals to produce high quality studio recordings available for public consumption.

UX Student Project

Eventbrite Case Study: Feature Evaluation & Redesign – General Assembly, February 2023

- Evaluated and re-designed features of Eventbrite's mobile and desktop platforms.
- Conducted **20 user interviews and 50 online surveys** to define the existing perception and efficacy of Eventbrite's service, user's expectations and their pain points.
- Synthesized interview and survey results data to create a user journey map and problem statement.
- Designed, tested, and iterated wireframes through **3 rounds of testing** with **20 additional users** to propose improvements for the ticket searching experience.
- Delivered a final high-fidelity web and mobile prototype which resulted in a **150% increase in User Satisfaction** based on **6 follow-up interviews**.

Education

GENERAL ASSEMBLY CANADA – Toronto, ON

User Experience Design Immersive Certificate, 2023

RECORDING ARTS CANADA – Toronto, ON

Sound and Music Recording Diploma with Honours, 2013

SENECA COLLEGE – Toronto, ON

Independent Music Production Diploma, 2009