

Chris Blachford

Product Designer

 Toronto, ON  chrisblachford.com  cjblachford@gmail.com  647-280-0543

Career Summary

Dynamic UX Designer with a strong background in customer service and team management. Skilled in design thinking, user research, and prototyping tools. Proven ability to lead collaborative efforts in spaces that require intricate levels of problem solving. Experienced in project management and budget oversight.

Areas of Expertise

- Versatile team player excelling in diverse collaborations and independent work.
- Proficient in active listening, critical inquiry, and strategic planning.
- Demonstrated commitment to professional growth, quickly acquiring and applying knowledge pertinent to the role.
- Experienced in Figma and employing design thinking methodologies including user research, usability testing, heuristic analysis, and user journey mapping.
- Strong organizational and time management skills, adept at multitasking and task prioritization.

Work Experience

November 2023 – Present, **UX Designer & Researcher**, Statflo

- Lead 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.

2020 – February 2024, **Assistant Store Manager**, Fido Solutions

- Led a team of sales employees and ensured an up-to-date knowledge of services, policies, and procedures.
- Conducted 1:1 coaching sessions to enhance employee performance and foster career growth.
- Assisted staff in building rapport with customers through the management of their accounts, troubleshooting of their devices, and answering their service-related inquiries.
- Provided resolution for customers with more complex billing and account concerns.
- 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.

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2015 – 2020, **Customer Sales Representative**, Fido Solutions

- Actively engaged with customers to identify their needs, recommend suitable products, and ensure customer satisfaction.
- Contributed to team success by exceeding sales targets on a consistent basis.
- Participated in ongoing training sessions to stay updated on new products, services, and sales techniques.
- Assisted in inventory management, including restocking shelves, organizing merchandise, and conducting regular stock checks.
- Prepared customer devices for repair and returns via mail or courier delivery.
- Maintained a thorough understanding of company products, promotions, and policies to effectively address customer queries and concerns.

2006 – Present, **Singer / Songwriter & Performer**, Self Employed

- Successfully booked and performed at over 150 events across Canada.
- Collaborated with other musicians and industry professionals to produce high quality recordings, displaying a commitment to teamwork and collaboration in a variety of creative projects.
- Managed all aspects of music career including booking, promotion, and financial management.

UX Student Project

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

- 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, with additional emphasis on 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 searching for tickets 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

User Experience Design Immersive Certificate, 2023 — *General Assembly Canada*

Sound and Music Recording Diploma with Honours, 2013 — *Recording Arts Canada*

Independent Music Production Diploma, 2009 — *Seneca College*