

Chris Blachford

Product Designer

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

Career Summary

I'm a Toronto-based Singer-Songwriter turned Product Designer with nearly 10 years of experience blending customer service, creativity, and problem-solving. Driven by empathy and a passion for exploration, I specialize in crafting user-centric designs and creating intuitive, seamless experiences that solve real-world challenges. Let's build something great together!

Professional Experience

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

- Designed and iterated on internal web tools for Rogers' Wireless representatives using Figma to create user flows, wireframes, 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.
- Advocated 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.

November 2023 – May 2024, **UX Designer & Researcher (Volunteer) — 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.

Sept. 2020 – Feb. 2024, **Assistant Store Manager – FIDO**

- 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.

Apr. 2015 – Sept. 2020, **Sales Associate – FIDO**

- 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.

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

- 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

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

- 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