



Martin Fletcher

Senior Product Designer

Why I should be your next designer.

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Manchester, UK

I help you ship better products, using pre-code validation with end-users.

I'm Martin. For the last 15 years I have been helping product teams ship better products using pre-code design and user testing methods that validate value-adding ideas before commitment to development. I ensure we realise and iterate early, so that your software engineering and product teams save time and money by building the right thing. I became a User Experience specialist because it combined these 3 things:

People. The building blocks of any organisation is its people. I like to support and enable people, in an empathetic and outcome-driven way.

Creativity. I like to view and solve problems openly and innovatively.

Technology. I have always been interested in ways in which technology transforms aspects of people's lives in positive ways.

When I'm not in the office, I work hard to maintain a healthy work-life balance, regularly taking any opportunity to experience the outdoors.





My role enabling better organisational learning @ bp.

Senior Product Designer

bp · Contract · London · Nov 2022 to Present

Most recently, I have been leading user research and product design across learning-based risk and business systems for bp engineers. My mission is to make better organisational learning experiences for project and technical engineering teams. Using user-centered discovery and supporting agile delivery, I ensure we validate and iterate concepts early, so that development and product teams can save time and money by building the right thing.

I planned and facilitated an 8 week design discovery, which helped achieve a successful pilot and adoption phase for a new business entity onto a learning-based Salesforce desktop product. The role was multifaceted, working with senior stakeholders to translate validated business and user needs into testable, buildable user stories, design prototypes and requirements for bp devOps engineering squads to deliver during fast-paced development sprints.

A user-centric disposition that guides how I work.



Care about what users care about. Sympathise with people's needs and emotions, to build stronger experiences.



Evidence everything. Factual information should be obtained from the best available sources to support decisions.



Design with purpose. Make calculated and thoughtful choices to ensure others are enabled to achieve.



~~Fail fast~~ **Realise fast and iterate.** Detect and direct away from potential problems early in the design process.



Work without fear of criticism. It's not personal. You can achieve a lot when you're not afraid of rejection.



End-to-end collaboration. Sharing ideas and abilities openly in order to achieve a common team goal.



Problem types that I love to solve with design and technology.



Gaps between the desired and actual outcomes



Problems both big and small



Evidenced and non-evidenced problems



Problems still to be understood and defined



Deeply embedded, longstanding problems



“Problems” before they’ve become problems

My go-to toolbox for creating better products.

Methods and practices

- Discovery phase planning
- Targeted research methods
- Feedback and insight gathering
- Pain-point identification
- Design sprint management
- Stakeholder management
- Tooling and workspace
- Storyboarding
- Prioritising and roadmapping ideas
- User story writing
- Clickable prototyping and user testing
- Feedback and insight gathering
- Translation into user-centric backlog
- Design systems and templating
- User-centric approach to build-ready
- In-development design QA

What I'm looking for in a new role.

1

I want to be part of team that delivers pre-tested value-adding features and products that remove obstacles and enable other people to get things done.

2

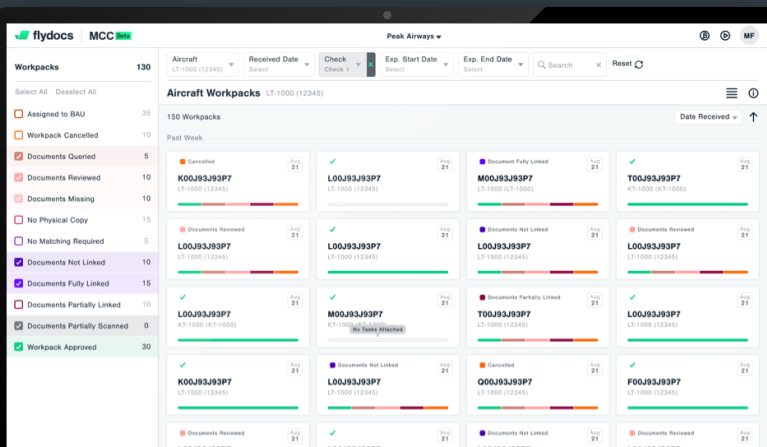
I want to work towards and achieve things with people that I can both guide, and learn from.

3

I want to be part of a diverse culture, maintaining a healthy work-life balance, within an organisation that's a good cultural and personality fit.

4

I'm looking for the right place to exercise my creative passion, while utilising skills and abilities towards a cause that people care about.



https://makeitepik.com/case-studies/pdf/flydocs_Case_Study_2024.pdf



CV and 15 years career history in UX.

Senior Product Designer

bp • Contract • London

Nov 2022 - Present

bp is a British multinational oil and gas company and vertically integrated company operating in all areas of the oil and gas industry. Within bphxd, my responsibilities include leading User Research and Product Design practices across internal risk and business Systems for Wells, Subsurface, and P&O functions. Our objective is to make human experiences and better products for bp technical engineering teams.

By implementing user-centered discovery and supporting agile delivery, I lead the design of a successful pilot and adoption phase for an entirely new business entity and learning-based Salesforce desktop product. The leading role needed was multifaceted, working with senior stakeholders to translate validated business and user needs into tested, buildable user stories, prototypes and requirements for bp devOps engineering squads to deliver during fast-paced development sprints. Complete business-entity adoption was achieved in mid 2023.

UX Lead

flydocs • Contract • Birmingham

Jun 2021 - Oct 2022 (1 yr 5 mos)

Senior UX Designer

Banking Works • Contract • Wales

Jun 2021 - Oct 2022 (1 yr 6 mos)



UX Designer

EG Group • Contract • Blackburn, UK

Jul 2019 - Sep 2019 (3 months)

UX Designer

MirrorWeb • Contract • Manchester

May 2018 - Jan 2019 (9 mos)

UX Freelancer

EPIK • Self-employed • Manchester

Jan 2015 - Apr 2018 (3 yrs 4 mos)

UX Designer

EPAM Systems • Full-time • Manchester

Apr 2014 - Dec 2014 (9 mos)

UX Designer

Cube3 • Full-time • Manchester

May 2009 - Apr 2014 (5 yrs)

Design Student

The University of Bolton BA (Hons) Graphic Design

Sep 2008 Graduation, D&AD Awards 2008

Achieved first in BA (Hons) in Graphic Design and Mixed Media

Working with me.



Matthew Allen

Director of Innovation

I worked with Matthew at **flydocs** in 2022

"From first contact my gut told me Martin was the right character, had the mindset that was needed and a super keen eye for creative detail and ux consideration. What was really important for me was the fact that Martin had a friendly, personable yet professional attitude which meant he was approachable and great to work with. Wouldn't hesitate to work with you again Martin!"



Ryan McDowall

Project Manager

I worked with Ryan at **Banking Works** in 2021

"I worked with Martin at VLS in 2019/2020 and found him to be an excellent communicator and facilitator. He spent considerable time working to understand the intricacies of the business in order to develop his designs in line with the steer provided, however brief and inconclusive. His attention to detail was second to none. I'm confident Martin could effortlessly fit into any working environment such is his friendly and warm personality."



Louise Ikonmides

Managing Director

I worked with Louise at **Banking Works** in 2021

"Martin is a talented and professional creative, he was a valued asset to the Product Development team during his time at Banking Works. He needs very little direction and produces both innovative and intuitive interfaces for complex web applications. A pleasure to work with."



Nina Mack

Managing Director

I worked with Nina at **Worship Digital** in 2018

"Martin is a delight to work with. He's a brilliant UX designer, with amazing attention to detail and a clear understanding of the best way to gather the data needed to validate UX decisions. He's played an important part in several of our projects over the years and I wholeheartedly recommend him."

If I sound like the right fit. Lets connect.

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..and yes, I also do wireframes.