

CHRISTOPHER LEE BALL

27a-29a St. John's Wood High Street, Flat 5, London NW8 7NH
Telephone: +44 7525 426170 • E-mail: christopherleeball@gmail.com
Enjoy my work: www.christopherleeball.com

PROFILE

Driven by a passion for user-centred digital and organisational transformation, I believe the future of human experience rests at the intersection of creativity and technology, and I excel in leading teams through that crossroads.

SKILLS

Design crafting

I nourish an unrelenting appetite to master tools and techniques enabling us to create stellar design experiences.

Innovation design and iteration

I trust in the sanctity of the design process to create open environments in which innovation can flourish.

Digital strategy and visioning

I work closely with business strategists and technologists to develop long-term blueprints for digital innovation.

Service design

I marry business insight and customer-centred multichannel strategy to create transformational design.

User-centred business transformation

I help businesses evolve in the digital age by focusing on their most important asset: their customers.

Team building and creative facilitation

I build dedicated, passionate, and award-winning teams by nurturing creative expression and professional growth.

EMPLOYMENT

Digitas | London, UK

One of the largest full service creative agencies in Europe; part of the Publicis Groupe

Head of User Experience Design & Executive Creative Director

May 2013 – present

I am one of 4 ECDs leading the Digitas UK creative team, a family of over 50 UX, visual, content, and conceptual designers. Responsibilities include:

- Heading the UX discipline, a team of 20 designers and content strategists
- Managing and mentoring director-level UX and visual designers
- Pitching and scoping new business opportunities
- Critiquing and disrupting design routes to ensure they're innovative and best-in-class
- Working with other ECDs to create user-centred multi-channel experiences across Digitas's 4 creative propositions: platforms, campaigns, media, and CRM
- Educating the business on the role of user experience design as a professional service, with over 250 employees trained in the fundamentals of UX and design since Q3 2012
- Creating and running external design courses in partnership with the IPA, D&AD, and Hyper Island

Recent project highlights include:

- **Renault, Nissan, and Infiniti:** creating a multi-channel experience vision to migrate all three brands' digital properties onto a single shared platform for cost savings, increased lead generation, and improved sales
- **Samsung:** mapping retail consumer journeys and researching mindsets to recommend improvements and innovations across multiple channels
- **UBS:** creating new content areas to better integrate UBS Life's Questions ATL campaign into digital journeys
- **Huawei:** creating a bold experience vision to elevate the brand and improve conversion

Director, Experience Design

Jan 2011 – May 2013

I was the UX director for high-profile Digitas clients, focusing on digital innovation, strategic transformation, and craft mastery. For **AstraZeneca** responsibilities included:

- Pitching a product innovation incubator (Digital Innovation Group) aimed at repositioning AstraZeneca as a leader in scientific knowledge, with multiple digital concepts securing funding and moving into development
- Mentoring the DIG user experience and product designers, ensuring all work adhered to UCD processes and tied back to the overall AstraZeneca strategy

- Working closely with other discipline directors to create a manageable governance model across the AZ work packages, with frequent presentations of design work to C-level AZ stakeholders for feedback and approval

For **Virgin Atlantic Airways** responsibilities included:

- Blending collaboratively with the visual design, planning, strategy, and technology teams to create and implement a multi-year digital strategy
- Innovating new work to sell into the Virgin business, including a responsive/adaptive mobile design strategy, a new mobile app, an in-flight Wi-Fi access app, and improved airport service design
- Ensuring all work adheres to branded experience principles, personas, and industry best practice, resulting in metrics like a 3% increase in online flight purchase conversion and an 8% increase in overall basket value
- Optimising designs through A/B and multivariate testing, delivering over £2MM in incremental new revenue

Lead Experience Architect

Oct 2009 – Dec 2010

I was the lead experience architect for clients like Electrolux, Formula One, and Sony. Responsibilities included:

- Working with designers to create sitemaps, wireframes, user journeys, specifications, and visual designs based on business and user objectives, aimed at improving the user experience and increasing revenue
- Working with the CRM team to develop a successful lead generation programme for Electrolux using its Art Home digital platform, creating a CRM lifecycle template that has been rolled out to several other clients
- Designing the user experience and interaction patterns for the Formula One iPhone application, ranked in the top 5 most downloaded apps in the Apple apps store

BBC Future Media and Technology | British Broadcasting Corporation, London, UK

The technology division of the pre-eminent UK media organisation

Lead Designer, YouView Television Platform

Senior Information Architect, FM&T Central User Experience Design Group

Mar 2008 – Sep 2009

I led a team of 8 interaction and visual designers to create a fully functional prototype and design specification for the YouView IPTV platform. Achievements include:

- Gaining initial BBC Trust approval by creating wireframes, user journeys, navigation schemas, functional specifications, and prototypes, and validating the user experience through research and usability testing
- Managing communication and requirements with project partners, including BT, ITV, Channel 4, and Channel 5
- Collaborating with RKCR/Y&R to brand and launch the service

Information Architect

Aug 2006 – Feb 2008

I championed user-centered design as an information architect. Achievements include:

- Redesigning the BBC mobile site with 85% positive audience feedback
- Designing a series of Radio 2 mobile interactions resulting in increased audience participation
- Creating designs and interaction patterns for contextual navigation across the BBC website, with special emphasis on cross-platform content sharing, aimed at reducing spend on content duplication

Reuters Media Group | Reuters, Ltd., New York, NY

The online division of a multi-national media organisation specialising in financial data, business information, and news

Manager, New Product Development

May 2003 – Jun 2005

Account and Product Manager

Jan 2000 – Apr 2003

EDUCATION

University College London | University of London, London, UK

Master of Arts in Film Theory, with distinction

Sep 2005 – Sep 2006

Columbia College | Columbia University, New York, NY

Bachelor of Arts in English Literature and Art History, with honours

Aug 1995 – May 1999

ENGAGEMENTS

Recent speaking engagements include **Crystal Apple Creativity Festival** (Istanbul), **ZEE MELT Festival** (India), **AdFest** (Thailand), **IMMAP** (Manila), and **EuroIA** (Edinburgh). I also run a digital strategy master class for **D&AD** (held most recently in London, Beirut, Dubai, Cairo, and Zagreb), a storytelling master class for **Hyper Island** (United Kingdom), and I am a lecturer in UX and digital design at the **University of Graz** (Austria).