Jon Woodcock

Senior UX Designer | KCOM

Hull, UK | +44 7546 275594 | info@jonwoodcock.co.uk | Linkedin | Portfolio

SUMMARY

Senior UX Designer with 15+ years of experience delivering responsive, user-focused digital solutions that enhance customer satisfaction and streamline business processes. Skilled in designing and implementing strategies to optimise online services across multiple platforms to help deliver improved user experience and business growth.

AREA OF EXPERTISE

- **UX & Product Design**: UX Design, User-centered Design, Design Systems, Prototyping, User Flows, Design tools (Figma, Adobe Creative Suite)
- **Analytics & Research**: Analytic tools (Hotjar, Google Tag Manager, Google Analytics, Full Story) Quantitative & Qualitative Methods, User Testing, Competitive Analysis, User Research & Testing
- **Collaboration & Leadership**: Stakeholder Management & Engagement, Collaborative Problem Solving, Scrum andAgile Methodologies, Scrum Master
- **Technical Fluency**: Front-end Development (HTML/CSS/JS), CMS familiarity (WordPress, Umbraco) CRM familiarity (Salesforce, Salesforce Industries)

PROFESSIONAL EXPERIENCE

Senior UX Designer

KCOM - Hull, UK | Aug 2023 - Present
- Redesigned the 'View Basket' button to improve visibility and drive engagement, resulting in a **124.4% increase in click-through rate** and a **4.35% uplift in return-to-checkout conversions**.
- Designed and implemented customer service touchpoints within Salesforce, delivering user-centric solutions that enhanced customer satisfaction and streamlined CX workflows across support channels.
- Designed and implemented a customer triage process to help CX agents efficiently diagnose and resolve customer issues, improving first-contact resolution and support speed.
- Designed the end-to-end journey for customers placing orders via phone using One Touch Switch a streamlined solution that enables effortless, hassle-free switching to another provider.
- Designed and implemented the eero fault processing workflow, empowering agents to efficiently resolve router-specific issues managing the full lifecycle from stakeholder ideation through UAT support to live.
- Redesigned the customer journey for our in-life platform My KCOM to enable users to seamlessly select and add additional services to their base packages, enhancing upsell opportunities and improved self service.

UX Designer

KCOM - Hull, UK | Nov 2017 - Aug 2023
- Served as Scrum Master for a cross-functional team. Delivering the design and development of a core ordering system as part of a digital transformation. We successfully delivered the solution ahead of schedule, enhancing the phone-based buying experience for CX Agents.
- Working with the development team we automated the appointment booking process for our order journey, resulting in a **13% reduction in order call time** and an **11% decrease in provisioning time**, improving operational efficiency and customer experience.
- Contributed to KCOM's Inclusion team, advocating for accessibility and disability within the business and helping with initiatives both online and offline.

Digital Designer
KCOM - Hull, UK | Jan 2015 - Nov 2017
- Served as Lead Designer and Front-End Developer for the KCOM My Account platform, overseeing UX/UI design and implementation. Enhancements empowered PAYG customers to manage bills online, leading to a reduction in support calls.
- Implemented key accessibility features in the My Account platform, significantly improving usability and inclusivity for customers with diverse needs.
- Designed and developed digital experiences supporting KCOM Group's consumer, business, and enterprise segments, aligning with varied user needs and business goals.

Co-founder
Meta (now Herd - Hull, UK | Jun 2013 - Jan 2015
- Co-founded a digital agency specialising in web design, SEO, and bespoke eCommerce solutions, dedicated to helping businesses improve their online presence.

Web designer
Clever4 (now Herd - Hull, UK | Jun 2013 - Jan 2015
- Designed and developed mobile-first, responsive websites tailored to a range of client needs. From brochure-style sites to fully integrated eCommerce platforms successfully supporting both local and national businesses.

EDUCATION & CERTIFICATION

UXC, Nielsen Norman Group, ID 1037911 | 2020
Bachelor of Arts, Web Design, University of Lincoln, UK |2009