Louis Wood
UX Designer

"I focus on creating experiences and products that are truly user-centred."

My academic and commercial experience has evolved around user experience. Understanding needs to solve complex problems is what motivates me. I am able to carry out appropriate user research to obtain reliable data. Analyse both qualitative and quantitative data effectively to drive decision-making. I love problem solving and bringing ideas to life through sketches, wireframes and prototypes, it enables me to think through interactions and possibilities and share them with the team. User testing is an important part of my process, it enables design iteration that results in a truly engaging user journey.

Achievements

1. Created new digital experiences across all QikServe products that are used by their 800+ clients, ranging from small business to large enterprise.

2. Redesigned in house content management system which reduced the time to deliver client sites by 50% at Venn Digital

3. Redesigned restaurants digital handheld ordering system to be used across 135 Wagamama restaurants with 6,000+ employees

4. Project Lead of labour management system that achieved an annual EBITDA increase of +£5m at Wagamama

5. Actively involved in the opening of over 25 new Wagamama restaurants over a 2 year period across the UK.

6. Achieved record weekly sales of £57k and achieved the highest guest measures score (NPS) as Wagamama General Manager, at Leicester Square and St Pauls, London, respectively, by improving the customer journey, introducing a new queue system and ensuring we excelled at all touch points along the user journey.

Experience

QikServe, UX Designer, Feb 2021 - Current (Contract)

Working as part of a design team across multiple workstreams creating new experiences across all QikServe's digital hospitality products as well as redesigning current features. Responsible for carrying out research, delivering ideas and solutions to user challenges. Producing sketches, wireframes and functioning prototypes to communicate proposed ideas from micro interactions to broader user flows. Liaising with various people within the business, Developers, Customer Success, Operations and Exec level to understand needs and review proposed solutions.

• Created a guest checkout experience that enabled the user to order quicker with a later option to create an account, this solution reduced user friction, encouraged repeat use, whilst meeting business needs.
• Introduced cross selling opportunities based on traditional eat in experience to increase average spend and meet the companies 'Tradigital' ethos.

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Portfolio
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Linked In
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Skills
User Research
Contextual Inquiry
User interviews
User Surveys
Qualitative & Quantitative Analysis
Competitive Analysis
Affinity diagrams
User journey Mapping & Task Flows
Personas
Card Sorting & Tree Testing
Information Architecture
Wireframing
Prototyping
Presentation

Tools
Figma
Adobe XD
Sketch
Illustrator
Photoshop
InDesign
Adobe Creative Cloud

Working Knowledge
HTML, CSS & Javascript

• Redesigned Kiosks with improved navigation allowing for multi venue ordering, developed item modification functions and introduced cross selling, Which increase speed of ordering and average spend.
• Established a grid system for our products in order for the design team to create solutions that would work across all platforms and would enable us to reuse components and reduce production time.
• Created a standardised set of input field that improved usability and accessibility for the user and reduced design time.

Cote, Product Implementation Manager, Feb 2021 - Current (Contract)

Managing the implementation of Labour Productivity software. Responsible for developing the system rules to maximise benefit. Implementing reporting process to provide visibility of results to stakeholders. Engaging various levels of the business to ensure buy in and quicker adoption of the system. Estimated annual EBITDA increase of £2.2m.

Venn Digital, UX Designer, Oct 2020 - Nov 2020 (4 week contract)

Redesigned in house content management system. Identified user issues, carried out competitor research and analysis to inform design decisions. Created task flows and user journeys. Designed user interface prototypes using an iterative approach, whilst collaborating with various roles in the company. All of which to ensure the final product was truly user centred. Result: reduced the time to deliver client sites by around 50%.

Wagamama, Operational Business Analyst, Nov 2019 - July 2020

Identified opportunities and provided informed solutions by collating data analysis and applying business experience. Highlighted route problems and actionable recommendations to maintain trajectory of projects efficiently and in a cost-effective manner.

Wagamama, Central Operations, Oct 2017 - Nov 2019

• Redesigned handheld ordering system as part of a project team. Carried out user research to highlight key issues. Created requirement documents. Designed prototypes of new features to make the system easier to learn for new employees. Removed obsolete data. Carried out user testing. Worked collaboratively with various departments and external companies to create a solution that worked both for the user and the business.
• Project Lead for Labour Productivity software roll out which resulted in an annual EBITDA increase of +£5m.
• Conducted openings planning and execution of over 25 new Wagamama sites. Utilised benchmark data to predict required team numbers. Planned and tracked key operational milestones and engaged various functions for support. This resulted in increased efficiency, guest satisfaction measures and profit.

Wagamama, General Manager, Oct 2015 - Oct 2017

• Achieved record weekly sales of £57k at Leicester Square restaurant, with annual turnover of £1.8m, exceeding budget by 6%.
• Achieved Training site status at 2 sites I ran at St Pauls restaurant, this was out of a total of 14 training sites in an estate of 130.
• Achieved the highest guest measures score (NPS) in the London region out of 40 sites as Wagamama GM, St Pauls, London.

Wagamama, Team member through to Assistant GM, 2008 - 2015

Southampton Solent University

2005 - 2008
BA (Hons) - Computer & Video Game Design

Courses

Udemy 2020 - The Ultimate Guide to Usability and UX

Skillshare 2020 - User Experience Design: Adobe XD

Knowledge academy 2020 - BCS Business Analysis Practice

London Academy of IT 2016 - Web Design with HTML and CSS

Hobbies

Food (cooking + eating)
Art & Design
Gaming
Listening to music
Travel
Football

Travelling

2010 - 2011
Thailand
Laos
Vietnam
Cambodia
Australia

References upon request