Claire Cessford | Portfolio

Hi. I’m a curious, empathetic, user-centred designer with a clear visual style. These personal traits create work which resonate with customers, drives conversion, meets business objectives and increases customer engagement through research and data.

Backed by a foundation degree in Print and Publishing Production from UAL, a Professional Diploma in User Experience (UX) from the Design Institute and a career spanning more than fifteen years. I have a rich background in graphic design, UX, and UI across websites & apps. Optimising the customer experience is at the centre of all work created. I design and build efficiently in Figma, Figma Make, Claude Code, Weavy and the Adobe Creative Suite.

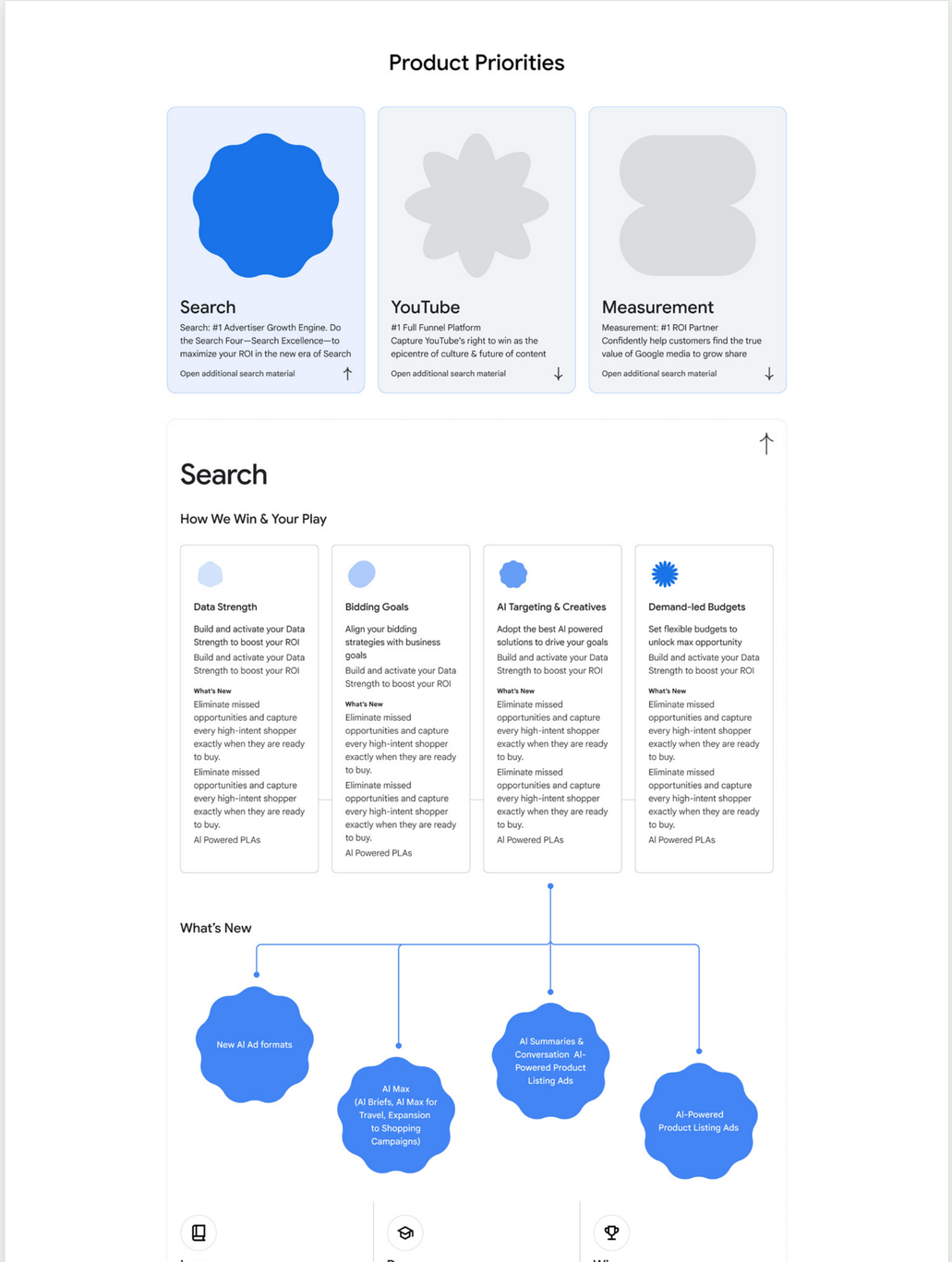
clairecessford.com | +44 (0)753 0282 025 | hello@clairecessford.com

Google

Commissioned by &Above to lead UX design on a high-visibility Google AI platform built for Global Partnerships members. I worked directly with senior Google stakeholders in a fast-paced engagement that demanded both meticulousness, speed and adaptability. The platform serves as an internal training hub for 13,000 Google sales professionals spanning YouTube, Measurement and Search — requiring a navigation framework that could accommodate significant complexity while remaining intuitive for a large, globally distributed user base.

I established the overarching navigation architecture to reduce friction across users' training journeys, designed wireframes and concepts and vibe coded an interactive prototype to bring the vision to life quickly and tangibly for stakeholder reviews. Throughout, I presented concepts directly to senior Google stakeholders, translating design decisions into clear, compelling narratives under considerable scrutiny.

This engagement ran concurrently with four additional projects, demonstrating my ability to context-switch, manage competing priorities and deliver at a consistently high standard across multiple workstreams simultaneously.



“Claire has been one of the best designers I have worked with. Over the course of the time we spent together building our app and website she was so collaborative and offered many valuable insights, all backed by the research that she did and her expertise. I truly value her opinions and appreciated the way in which she approached every step of the project – with a ton of care, commitment and great organizational skills.”

Emily Pignatiello | Creative Director, Zero100

Zero100

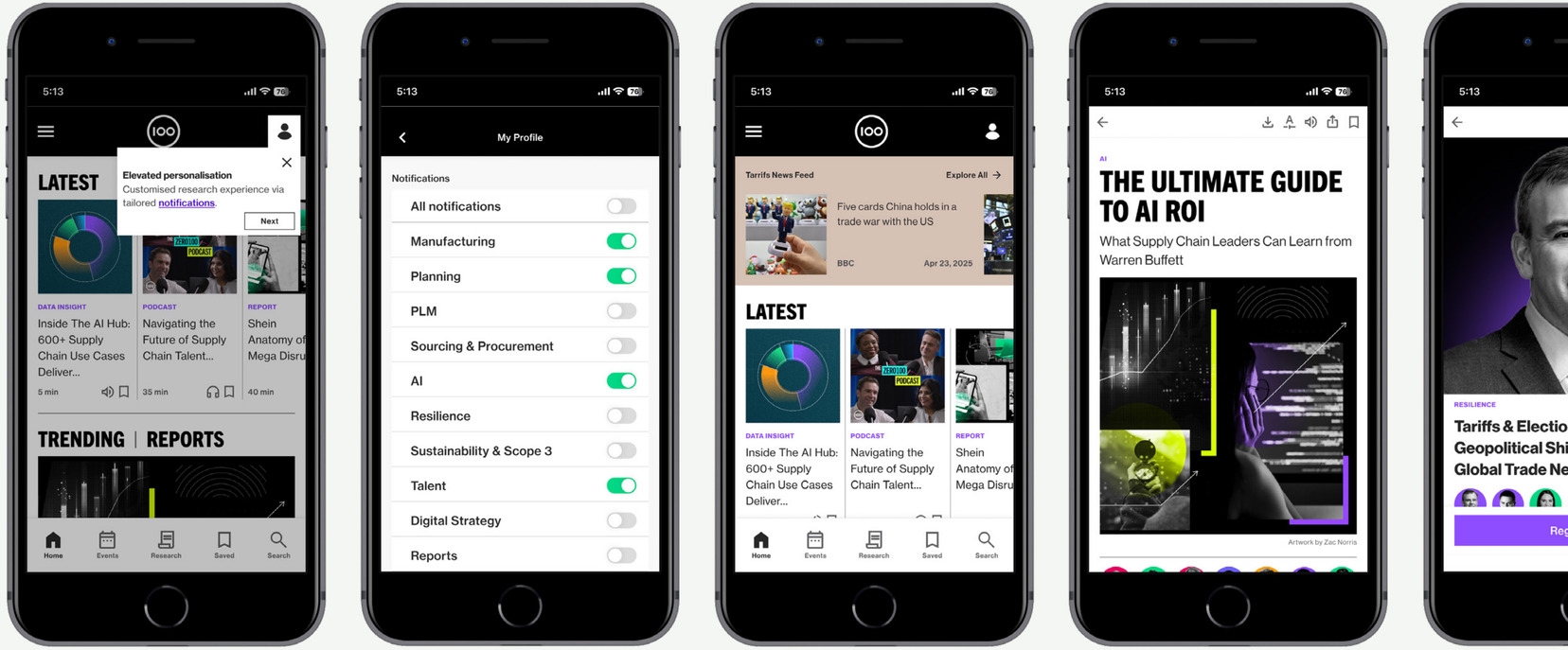
The client's site had critical IA issues to their site — broken search, confusing navigation, and jargon-heavy content which pushed visitors away and creating siloed, unsustainable experiences. The business needed to scale exponentially within the year and the staff needed to be onboard with the changes ahead.

I conducted stakeholder and user interviews, competitor benchmarking, a tree test to understand the content architecutre. I created a core persona for their largest customer type. Affinity mapped and 'How Might We' statements synthesised the research into a more concise and scalable information architecture.

New features I proposed included a text-to-audio AI tool — validated by user, and a magic link login to eliminate a ~2-minute delay identified through Google Analytics.

The launch was delayed by two weeks to resolve the unfinished audio feature and app latency, ensuring a better first impression with their corporate clients. A soft launch gathered early insights before a wider release, timed to coincide with the site update for touchpoint parity.

Outcomes: Monthly login rate +8% · Repeat usage +10% · Engagement conversion +4%



“Claire has been great — coming in to a broad problem space and helping both herself and our team understand it through her analysis and playback of the key themes she uncovered. This understanding has become a foundation of our design exploration which Claire has both contributed directly to and facilitated others through workshops and sharing.”

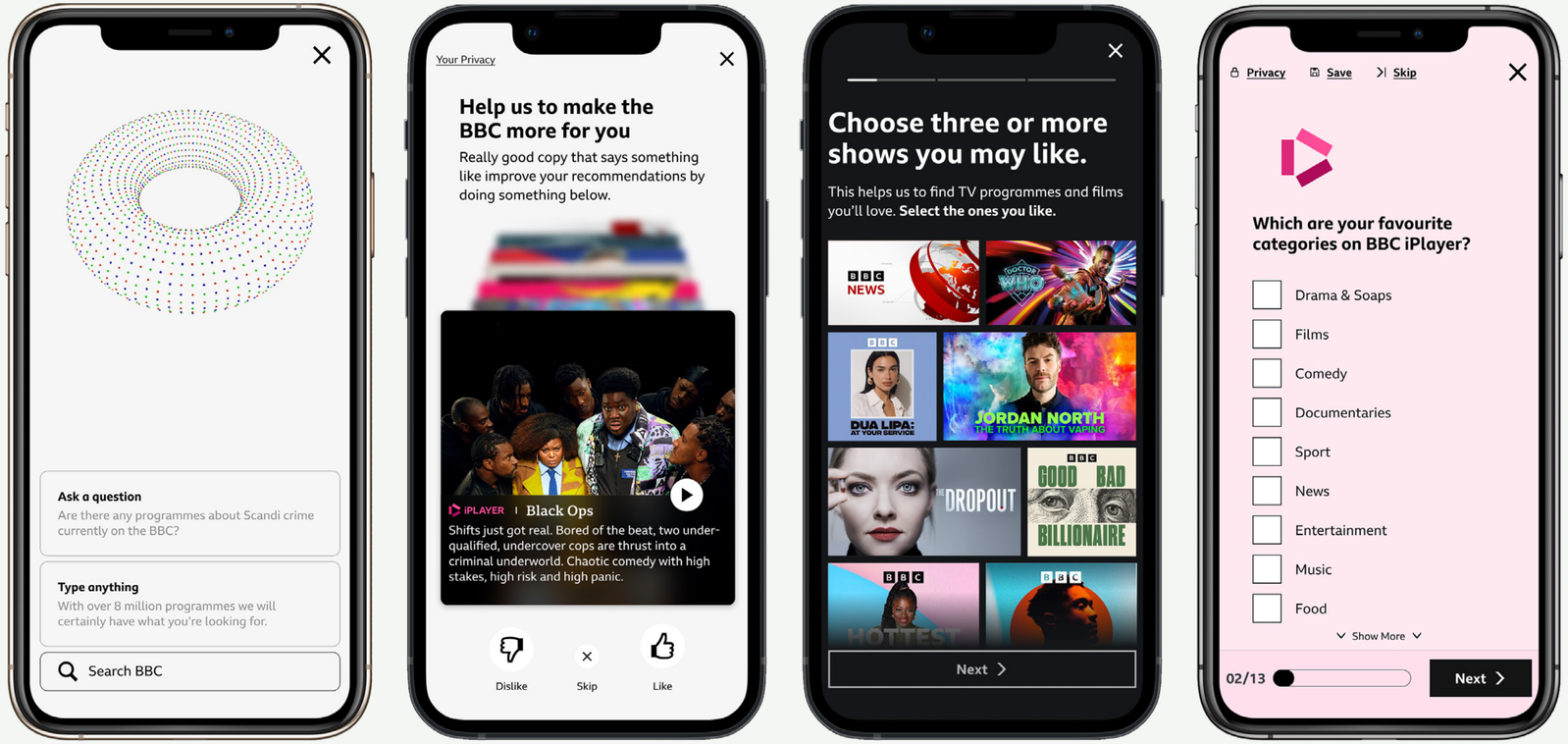
John Mcghee | User-Centred Strategy & Design, BBC

BBC

Tasked with solving the BBC's lapsed customer crisis — ~300,000 licence non-renewals annually, representing a £52M yearly loss — I conducted user interviews, persona research and competitor analysis across Disney+, Netflix, ITVX, Spotify, YouTube and TikTok. A clear pattern emerged: competitors rely on complex AI recommendation engines rather than asking users directly what they want. With nothing equivalent at the BBC, my hypothesis was that investing in this technology was critical to managing personalisation across their ecosystem.

I facilitated a three-day ideation workshop with project owners, researchers and designers, which generated four strategic themes and eighteen new designs — each weighted against the UX feasibility, desirability and viability Venn diagram. I was asked to develop all four: Visually Rich, Focus On Joy, Gamification Experience and Typeform Inspired.

The engagement concluded at the prototype stage, with research and validation handed to an internal team for continued development.

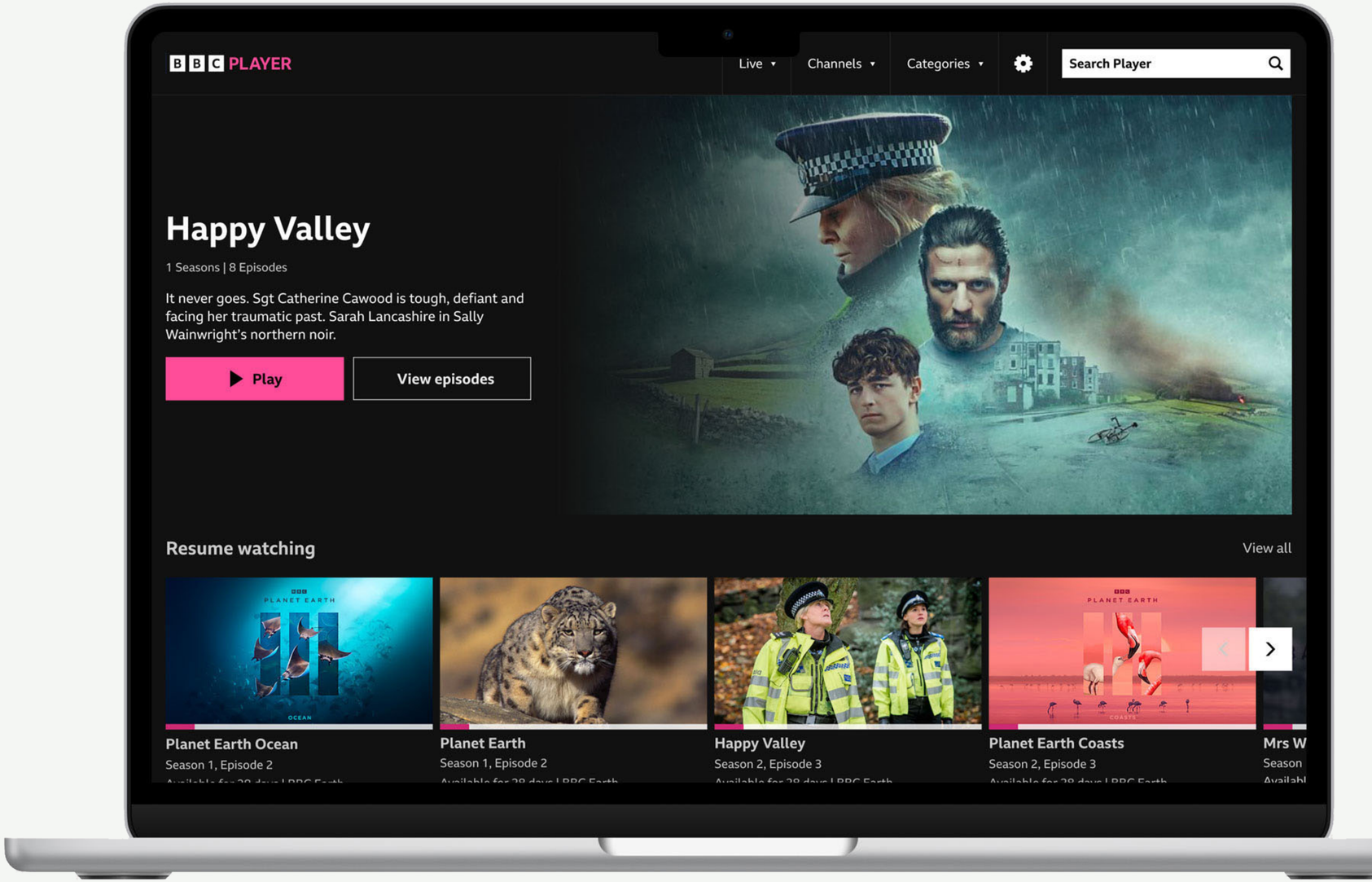


BBC Studios

This project set out to solve a fragmented experience — users of BBC Player in Malaysia and Singapore were forced to watch VOD (Video On Demand) on one platform and live programmes on another. This fuelled complaints via the site chatbot, social media and TikTok; so soon became a visible, public reputational risk for the brand which could hamper its expansion ambitions into other global regions.

I led competitor benchmarking, hierarchical task analysis, user journey mapping and prototyping across responsive web, native iOS & Android and Web TV touchpoints. I managed senior stakeholders from Brightcove, PA Media and the BBC; navigated a highly complex API workflow that had caused the initial fragmentation — without sustained cross-company collaboration the launch would have overrun.

I delivered wireframes, high-fidelity prototypes and a full WCAG accessibility audit to ensure the site would be usable for all. The project launched on schedule, unifying VOD and live for the first time in the region.

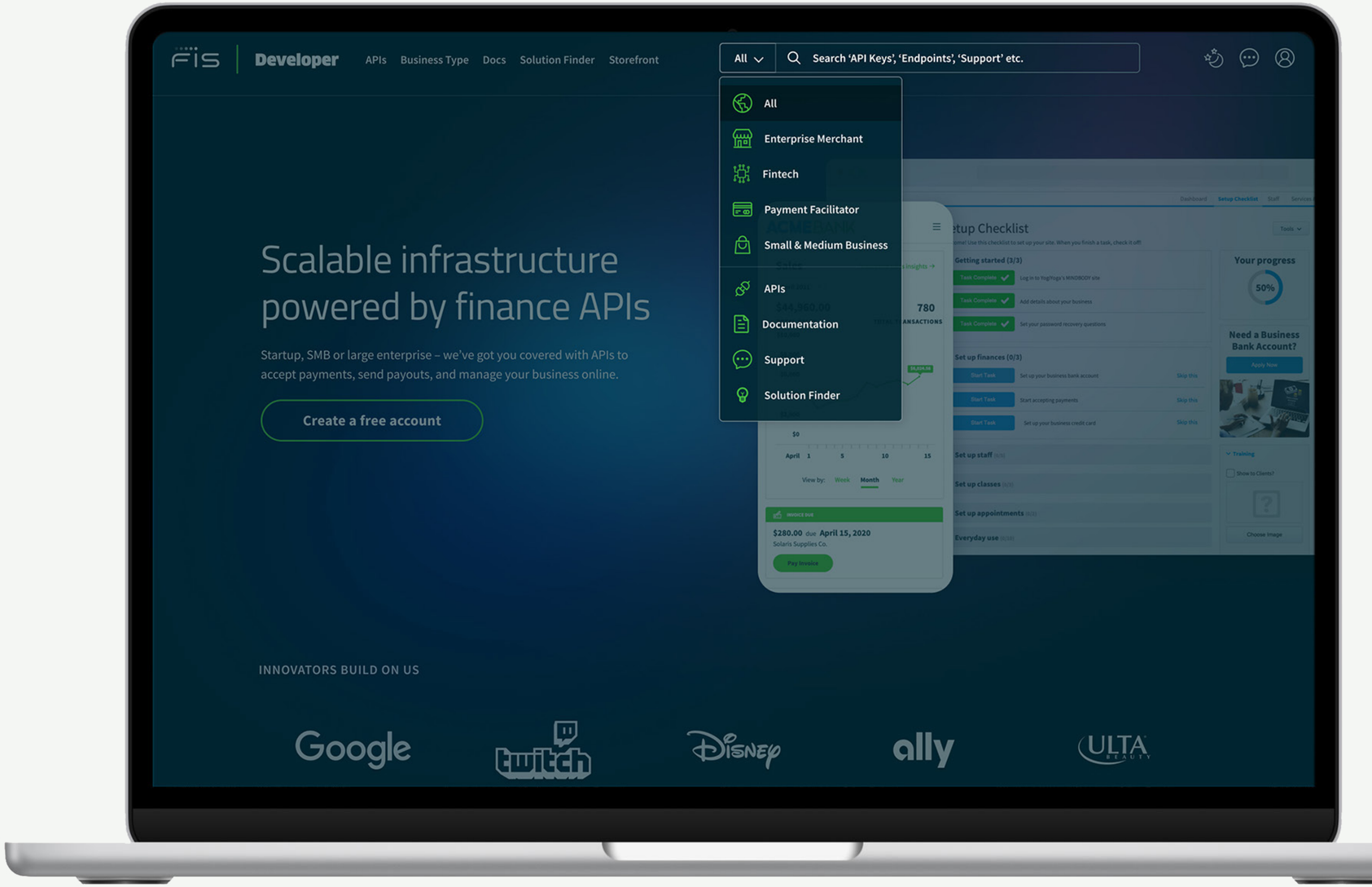


Worldpay FIS

The FIS Developer Portal is a large-scale B2B platform serving enterprise clients including Bank of America, Google, and Amazon. Search was a critical pain point — results were vague, lacked content structure, and had no tagging or themes which made it difficult for developers to find what they needed from an vast API library.

Leading the project, I conducted user interviews, an unmoderated survey via UserTesting and a three-day ideation workshop with the wider UX team. The experience was benchmarked against all 49 Baymard Institute search guidelines, I analysed the client's Pendo data metrics and reviewed real-user feedback from LiveChat. This informed low-fidelity wireframes, high-fidelity prototypes, and developer handoff documents across three Agile sprints.

The redesign introduced autocomplete, persistent search queries, improved mobile visibility, and filters and tags on results pages. **Usability testing showed average time-to-content dropped from 49.3 seconds to 8.2 seconds.**



Thank you.