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🌐 <https://www.cwb-designs.com/>

🌐 Charles Boddy

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Charles Boddy

Personal Profile

I am a creative and detail-oriented Product Designer with a passion for crafting intuitive and innovative user experiences. I thrive in collaborative environments, continuously pushing boundaries to deliver exceptional user experiences that align with both brand identity and customer needs. I have a keen ambition to make a name for myself within the digital world.

Education

Current Study

BA (Hons) Product Design Service Innovation @Sheffieldhallamuniversity

Sept 2021 - May 2025

Key Modules : Strategic design, Advanced Design Principles, Professional Design Practice.

Collaboration Brand : 257 Product Design Consultancy (Joseph & Joseph Project), Alpkit & Habitat.

Latest Project Snippet : In the last quarter of 2024 I worked with live client homeware brand **Habitat**, within this project I introduced a full end to end journey improvement based around uplifting user experience & KPI's within the product discovery using AR. This project won me a **Service Innovation Award** presented by Habitat in partnership with Sheffield Hallam University.

Previous Study

A - Levels

Design & Technology: Product Design (A*) , Physics (B) , Geography (A)

10 GCSE's Including Dual English & Maths

North Yorkshire Rotary Club ' Best Portfolio ' Winner 2020

Professional Experience

Digital Product Designer & User Experience Designer @Burberry

Sept 2023 - Sept 2024

- Led several digital UX design projects for Burberry's premium product lines, ensuring a luxury-standard user interface across digital Platforms
- Conducted comprehensive user research, generating personas and creating wireframes, prototypes, and user flows that mirrored luxury retail experiences.
- Collaborated with developers to build responsive designs, improving usability and customer engagement
- Developed visual design systems that harmonised with Burberry's high-end branding.

Key tools : Figma, Protopie, Principle, Ustesting.com, Contentsquare

Summary of my time on placement

During my year at Burberry as a Digital Product Designer and UX Designer, I was entrusted with the important role of delivering luxury digital experiences by using a systematic approach to define user requirements, develop wireframes, and deliver high-quality software solutions. I collaborated closely with cross-functional teams and external suppliers to ensure the successful delivery of user-centred design systems across multiple platforms. My responsibilities included conducting user research, analysing customer data, and implementing findings to drive design decisions. As I gained experience, I became the go-to person for analysing customer data and creating high-fidelity prototypes, helping present data driven designs to stakeholders. Additionally, I managed issue investigations and root cause analysis to enhance the user experience, directly contributing to improved engagement metrics. During my time, I regularly presented to diverse teams within the digital department, managing everything from securing buy-in to obtaining final sign-off on design decisions. As my projects expanded in scope and complexity, my presentations became more crucial in driving key outcomes and ensuring stakeholder alignment. My time at Burberry sharpened my problem-solving skills and deepened my understanding of the intersection between cutting-edge technology and premium user experiences.

Key Skills

Design Expertise

- UX & UI Design for Luxury Brands
- Wire framing, Prototyping, and user flows
- Detailed user research and testing
- Responsive and adaptive design
- Interaction & Motion Design

Technical Proficiency

- Figma, Adobe XD
- Principle, Protopie, Lens Studio
- Familiar with Adobe Creative Suit (University use)
- Html & CSS fundamentals
- Contentsquare University certification

Design Philosophy

My design philosophy focuses on creating seamless, luxury experiences that combine functionality with elegance. I apply a system thinking approach to deliver user-centred solutions, driven by data insights and a deep understanding of customer needs. I believe in using cutting-edge technology to craft intuitive designs that evoke an emotional connection.

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References

Director Of Product Design & User Experience @Burberry

Charles is a talented and dedicated UX designer with a keen eye for detail and a good understanding of user-centred design principles. His ability to translate complex user needs into intuitive, clean, and effective designs has greatly contributed to the success of our projects. Charles is a quick learner, always eager to take on new challenges, and brings fresh, creative ideas to the table.

During his time at Burberry, he worked across many different projects and got thrown into tough challenges (often for the first time in his career) and it was as if he had years of experience under him.

I highly recommend him for any team looking to elevate their user experience!

Lead Product Designer & Mentor @Burberry

I had the pleasure of working with Charlie during his placement year at Burberry and I can confidently say he made a significant impact on our team. He was chosen from over 300 applicants and he consistently exceeded every expectation. His willingness to dive into any task no matter how big or small demonstrated his commitment and adaptability.

Charlie has built upon a range of strong UX, visual and prototyping skills, contributing towards large projects and even becoming the top ContentSquare user across the entire digital department. His can-do attitude and dedication to learning new skills will serve him well in his future career.

It was a pleasure to manage and work alongside him and I do not doubt that he has a bright future ahead of him. I hope our paths will cross again in the future.

User Experience Researcher @Burberry

Charles's growth at Burberry has been outstanding! He's a triple threat in the Product Design & UX team, engaging in UX, UI and UXR with confidence and grit. His ability to pick up new skills overnight is shown through the quality of work he has delivered - from a product card iteration to the Trench discovery, he has provided our team and product teams with valuable insights and designs that I'm certain will be taken forwards to inform future roadmaps. One strength I'd like to call out is Charles' ability to communicate ideas. Demonstrated through his weekly sharing in UT&R (User Testing & Research initiative) and design reviews, Charles' ability to deliver his thoughts and present his design process with confidence and clarity is so impressive!

Contact details upon request.

Examples of Previous Work

Examples of my work are available. However, more detailed insights into the projects I carried out at Burberry are available upon request. These showcase my experience in UX/UI design, user research, and delivering digital solutions, with a focus on creating seamless, user-centred experiences.