CHARLOTTE MATTHEWS

User Experience Designer

I'm a User Experience Designer with a track record of leading complex, cross-functional design initiatives. I specialise in turning technical or ambiguous workflows into intuitive experiences, with strengths in data-driven design, facilitation, and aligning teams to deliver meaningful outcomes at scale.

WORK EXPERIENCE

User Experience (UX) Lead [Jan 23 - Present]

IBM Event Automation | IBM App Connect SaaS | Hursley

Spearheaded end-to-end UX design for enterprise integrations, shaping product and experience strategy in close partnership with engineering and product management. Directed user research and data-driven design, **improving integration deployment success by 88%**. Facilitated cross-functional workshops, mentored junior designers, and influenced key decisions through high-impact stakeholder presentations. Championed Design System adoption and collaborated hands-on with visual designers and engineers to uphold quality and consistency across deliverables.

User Experience Designer [Jul 21 - Dec 22]

IBM Watson Orchestrate | IBM Automation | Hursley

Led UX design initiatives from discovery through delivery; including running Design Thinking workshops, crafting prototypes, and conducting user testing. Drove alignment across product, engineering, and design by delivering persuasive playbacks and managing a broad set of stakeholders. Mentored junior designers to grow confidence and craft while fostering a collaborative and user-focused culture across teams.

Software Design Intern [Jul 19 - Sep 20]

IBM Blockchain | IBM Automation | Hursley

Completed a year-long placement in UX, front-end, and visual design. Built and tested prototypes, presented design decisions, and collaborated with cross-functional teams. Gained confidence in storytelling through regular playbacks and public presentations.

SOFTWARE EXPERIENCE

Prototyping
Figma, Sketch, InVision

Adobe Creative Cloud
Illustrator, Premiere Pro, AE

Collaboration tools
Mural, Webex, Slack, Teams

Other
GitHub, VS Code, Aha, Jira

EDUCATION

Sep 17 - Jul 21
BSc Product Design (1st Class Honours)
Loughborough University

Sep 15 - Jul 17
A level Product Design (A*), Mathematics (A) and Physics (B)
Peter Symonds College

KEY SKILLS

Core design skills

UX, information architecture, low to high-fidelity prototyping, usability audits & heuristic analysis, design system implementation & adherence, user research & testing.

Enterprise Design Thinking

Workshop facilitation, problem framing & opportunity mapping, rapid ideation, storytelling & playbacks.

Leadership

Cross-functional collaboration, mentoring & coaching junior designs, stakeholder management & alignment, design strategy & scoping.

GET IN TOUCH

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