

Mr Christian James Shannon

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Date of Birth: 08 August 1979

Nationality: British

Driving Licence: Full, Clean

I have these skills

User Research & Strategy

- **Research Methods:** Trauma-Informed Research & Practices, Desk Research, User Interviews (Remote & In-Person), Usability Testing (Remote & In-Person)
- **Service Design:** Independently contribute to the design and implementation of services, ensuring they meet user needs and target outcomes.
- **Service Analysis:** Map and analyse service processes from a user perspective, identifying opportunities for improvement and framing problems in terms of user needs.
- **Specialist Experience:** Working with individuals with disabilities, dementia, and speech difficulties; Experience in Restorative Practice.
- **Ethical Practice:** Conducting interviews with sensitivity, ensuring consent completion, removing Personally Identifiable Information (PII) from transcripts, ensuring DBS checks are up-to-date.
- **Operations & Synthesis:** Dovetail, ConsentKit, Transcription, In-depth Report Writing.

UX, UI & Product Design

- UX and UI Design
- App Design (Web & Native Apps)

- **Prototyping & Concept Creation:** Develop prototypes and sketches for complex projects, using design software, physical mock-ups, or code to visualise and test concepts.
- Mobile-First & Responsive Design
- Designing for E-Commerce
- **Accessibility & Inclusion:** Apply accessibility standards (WCAG) to all work, with a strong understanding of broader inclusive design principles.

Content & Branding

- Branding & Visual Identity
- Content Planning
- Content Writing and Direction

Design & Prototyping Tools

- Figma
- Sketch
- Adobe XD
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- understanding of design systems creation, maintenance and adoption

Technical & Development

- **Web Technologies:** HTML, CSS, JAMstack, Node.js, Chart.js, Wordpress, some Astro knowledge, Headless (Storyblok), Static (Hugo, some Jekyll experience), LAMP, WAMP, WAMP, PHP, Apache, Terminal/Console, some knowledge of infosec, vulnerabilities, firewalls and related topics
- **Accessibility Tools:** Browse Aloud Integration
- **Operating Systems:** MacOS, Windows, Linux (GUI and non-GUI)

AI & Automation

- **Generative AI Models:** Extensive hands-on experience with a wide range of generative AI models, from major platforms (like GPT, Claude, Gemini) to more specialised and lesser-known systems.
- **API & Systems Integration:** Proficient in using model APIs to connect and integrate AI capabilities into automation systems and third-party applications.
- **Process Improvement & Content Generation:** Skilled in leveraging AI-powered workflows to improve internal processes, automate tasks, and efficiently generate and refine high-quality content.

Data & Analytics

- Google Analytics (GA4 and Universal Analytics)

Video & Motion Graphics

- Video Production
- Adobe Premiere
- 3D Studio Max
- Cinema 4D
- Blender
- Da Vinci Resolve

Other skills

- Public speaking
- Attending conferences
- Agile Processes & Methodologies
- **Collaboration:** Actively facilitate group activities and workshops, seeking feedback for continuous improvement.
- **Communication & Advocacy:** Advocate for User-Centred Design (UCD) principles to peers and stakeholders through well-prepared presentations and engaging workshops.

I've helped at these places

Trustee | PSS (Person Shaped Support) | July 2023 – July 2024

PSS is a major social care charity, founded in Liverpool, that helps people make the most of their lives and opportunities. In this voluntary governance role, I combined strategic oversight with my professional design and AI expertise:

- **Provided strategic leadership and direction** as part of the board, contributing to the charity's long-term planning and sustainability.
- **Applied a unique user-centred perspective** to board-level discussions, advising on digital strategy, design best practice, AI and how technology could enhance service delivery for the people PSS supports.
- **Championed the integration of the service user experience** into the charity's long-term strategy, influencing key decisions on service development to keep user needs central.
- **Upheld all core fiduciary duties**, including overseeing the charity's financial health, risk management framework, and ensuring compliance with all Charity Commission regulations.

- **Acted as an ambassador for PSS**, promoting its vital work in mental health, dementia support, and other social care services across the UK.

I've worked at these places

September 2018 – September 2025:

Reason Digital – Senior UX Designer & Researcher

- Designed websites, apps, and digital products for charities and pro-social organizations.
- Managed the entire product lifecycle, from workshops with clients and service users to the final design and development stages.
- Conducted regular UX workshops to help clients understand their business, products, and how digital strategies could help their business processes.
- Worked on a wide variety of projects for clients like **Age UK, Scouts Association, Shelter Cymru, Leonard Cheshire, Liberty Human Rights, The Maudsley Charity, Parkinsons UK, Hospice UK, MS Society, MDUK, WellChild, Terrence Higgins Trust, Macmillan, The University of Manchester, Turn2Us, and The Trussell Trust.**

January 2014 – August 2018:

Project Simply – Senior Designer

- Designed websites, apps, and digital products based on client briefs.
- Advised on design techniques, including **mobile** and **e-commerce best practices.**
- Collaborated with other designers to create new brands for clients, including **naming, brand design, and brand guides.**
- Held UX workshops with clients to help them better understand their business and products.
- Designed for print, including **posters, business cards, and other print collateral.**

August 2012 – January 2014:

Freelance Designer & Developer

- Worked as a freelance **Digital Designer.**
- Managed client relationships directly.
- Designed websites, interfaces, and print-based work.

March 2010 – August 2012:

Turn Key – Designer & Developer

- Worked as a **Web Designer & Developer**.
- Liaised with other in-house designers and front-end developers.
- Provided digital-based advice to other departments.

May 2007 – March 2010:

Fish.Net Ltd – Designer & Developer

- Conceptualized and implemented design ideas for both web and print.
- Liaised with clients via meetings, telephone, and email.
- Utilized a variety of technologies daily, including **Photoshop, Fireworks, Illustrator, Flash, and InDesign**.

October 2006 – March 2007:

i-to-i Meaningful Travel – Designer

- Contract Web Designer for a Leeds-based travel company.
- Involved in the creation of a new company website.
- Utilized **Photoshop, Fireworks, Illustrator, and Flash** to complete the project.

January 2006 – September 2006:

Mamas and Papas – Designer

- Started as a **Junior Web Designer**.
- Worked with the Senior Designer to keep the company's e-commerce website updated and user-friendly.
- Gained experience in **e-commerce design**, including **user interface (UI)** and **user experience (UX)**.
- Learned techniques for **call-to-action placement** to increase user conversions.
- Worked in a fast-paced environment with tight deadlines.
- Used **Photoshop, Illustrator, and Flash** on a daily basis.

October 2005 – December 2005:

Kirklees Council (Intech)

- Worked in a temporary **IT/Desktop Support** role.
- Part of a team managing the IT needs of a Kirklees Council call center.
- Tasks included **fixing machines, running scheduled maintenance, installing software, and fixing printers**.

- Provided both hands-on support and remote support via phone calls.

September 2004 – September 2005:
Studying at University for honours year.

April 2004 – September 2004:
Direct Golf UK

- Worked in an **IT Support** role.
- Sole IT department member, responsible for handling IT issues at both the **headquarters** and all **nationwide stores**.
- Managed **3 Windows 2000 Servers**.
- Dealt with **IBM DB2, Crystal Reports, Office Apps**, and other technical tasks.

I have these qualifications

2004–2005:
University of Huddersfield
 BSc Multimedia Computing – Honours year only

2001–2003:
University of Huddersfield
 BSc Multimedia Computing

- Modules I studied include: Visual Communications, Interface Design, Designing for HCI (Human Computer Interaction), Programming for Interactive Media, Digital Video Production

1998–2000:
University of Huddersfield
 HND Multimedia

- Modules I studied include: Image Capture & Design, Mathematics & Statistics, Study Skills for Digital Environments, Web Info & Design, Computer Networking, Digital Video, Marketing Interactive Media, Telematics & Interface Design

1995–1998:
Tameside College of Technology

- GNVQ Advanced Information Technology
- C&G Business Spanish

1990–1995:

Hartshead High School

- GCSE's: 8 Subjects including English, Maths, Science, Technology, French, Spanish, Art and Drama

Speak to these referees

Jane Murison

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