Chris Allen

Design & Strategy Leader

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Education

UCLAN / **BSc Computer Graphics**
2001 - 2005

Skills

Strategy and product

Roadmap prioritisation
Discovery
Problem framing
Workshop facilitation
Stakeholder alignment

Design

Creative Strategy
Design systems
Prototyping
Information architecture

Research

Interviews
Usability testing
A/B testing
Jobs-to-be-done

Leadership

People management
Team oversight,
Mentoring
Process design

Tools

Figma
FigJam
Figma Make
Miro (I am an Ambassador!)
Storybook
ChatGPT
Claude
Perplexity
Lovable
v0

Professional Summary

Design and strategy leader with 16 years in digital, the last eight at Fueled. I lead a distributed team of UX designers and researchers and act as product lead on client work, helping teams decide what to build and why for brands like Publix, The Nobel Prize and Google. Still hands-on across research, UX and design systems, and I still build things myself.

Experience

Fueled / **Associate Director of UX & Research**

Sept 2024 - Present

I oversee Fueled's design and research team, line-manage a group of designers and researchers, and lead client projects from discovery through to delivery.

- People manager for an international team of designers and researchers, handling one-to-ones, growth plans, performance reviews and hiring.
- Provide oversight across all design and research work, setting quality standards, reviewing deliverables and stepping in where projects need support.
- Lead client projects end to end, owning roadmap prioritisation and making the call on what ships, what waits and why.
- Design and run discovery and roadmap workshops, taking groups of up to 20 stakeholders from competing priorities to a plan signed off at senior level.
- Shape the product story in new business pitches, from solution narrative to concept work.
- Brought AI into the team's daily workflow, freeing designers from repetitive production work. Member of Fueled's Design Quality Council and leading the design AI Enablement group.

Fueled / **Design Team Lead EMEA**

Sept 2021 - Sept 2024

I ran a distributed team of UX, UI and content designers across EMEA while staying hands-on in the work myself.

- Balanced resourcing and deadlines across concurrent client engagements.
- Mentored designers through growth plans and career progression targets.
- Kept my hand in the craft: prototypes, design systems and documentation.

Fueled / **Senior UX Designer**

Jan 2018 - Sept 2021

As design lead on major engagements, my job was to get everyone agreeing on the problem before anyone started designing.

- Ran the discovery workshops that aligned clients and internal teams.
- Made regular scope and budget trade-offs and explained the reasoning to clients and the team.

Ainsworth & Parkinson / **Senior Digital Designer**

Feb 2016 - Jan 2018

A small agency where I covered everything from discovery and visual design to front-end build and project management.

- Ran A/B tests and post-launch optimisation to lift conversion. [Any figure]
- Set up the agency's collaborative design process and contributed to exec-level decisions on team direction and resourcing.