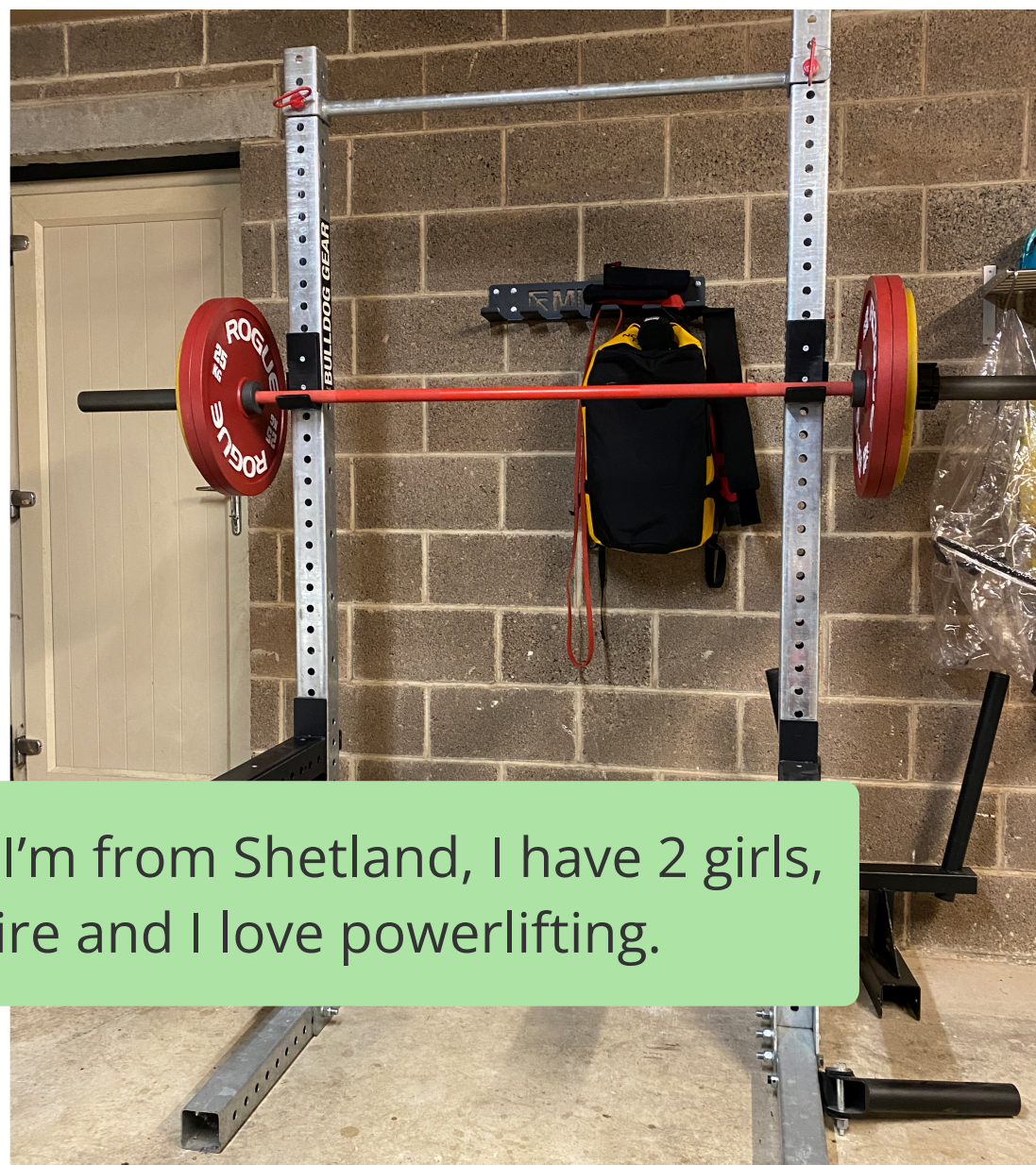


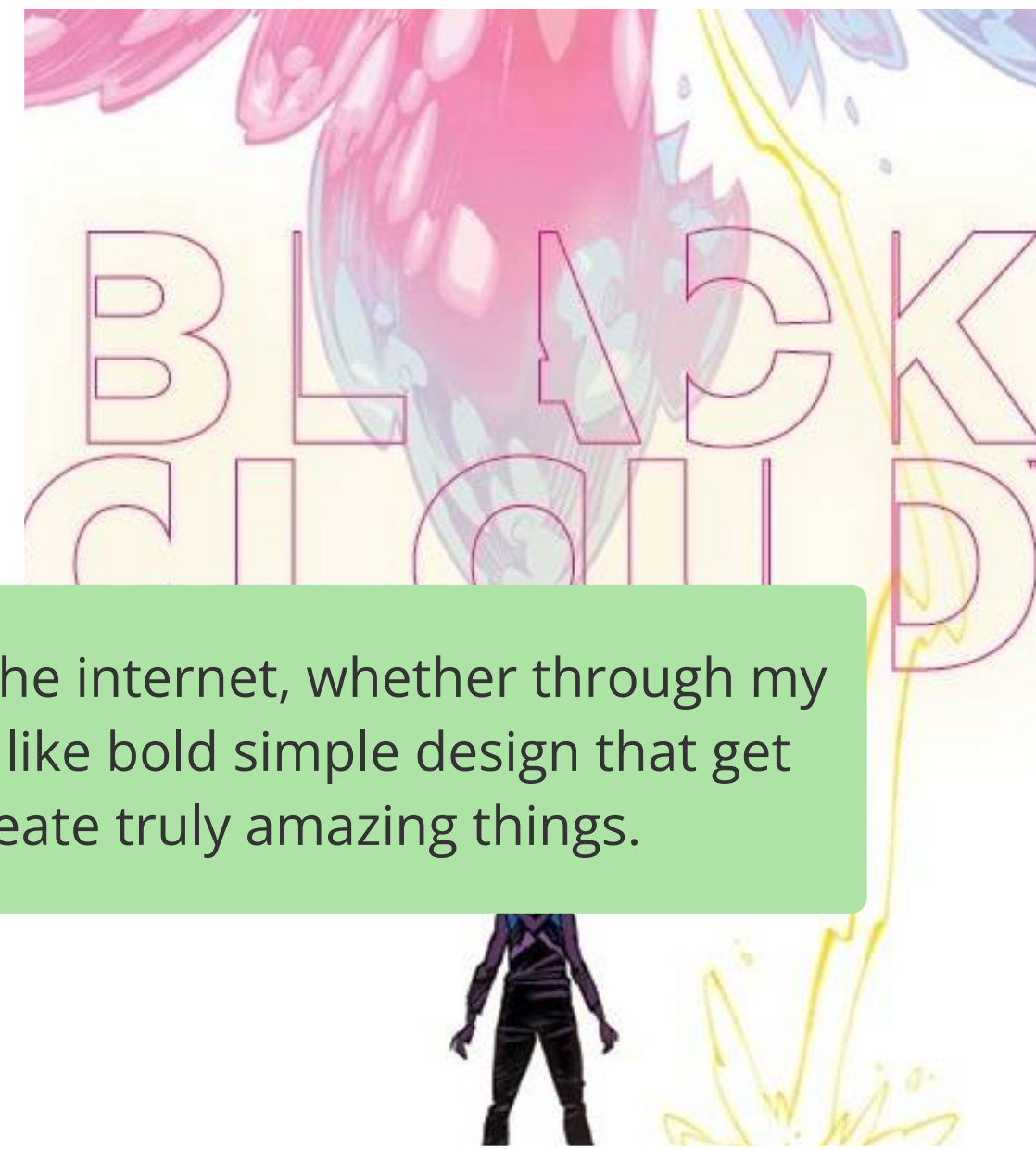
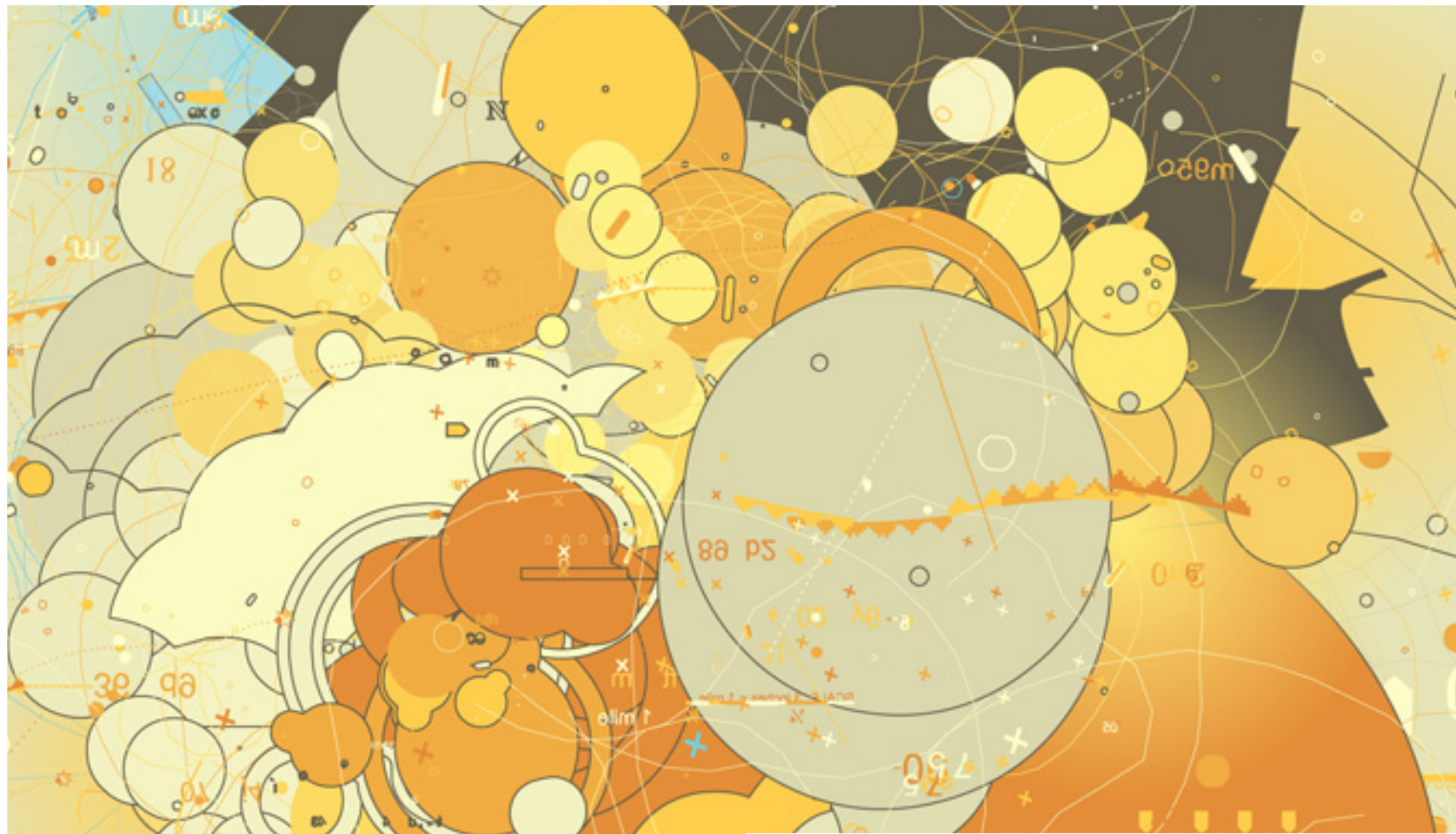
# PRODUCT DESIGN WORK SNEAK PEAK

Chris Clarke Portfolio

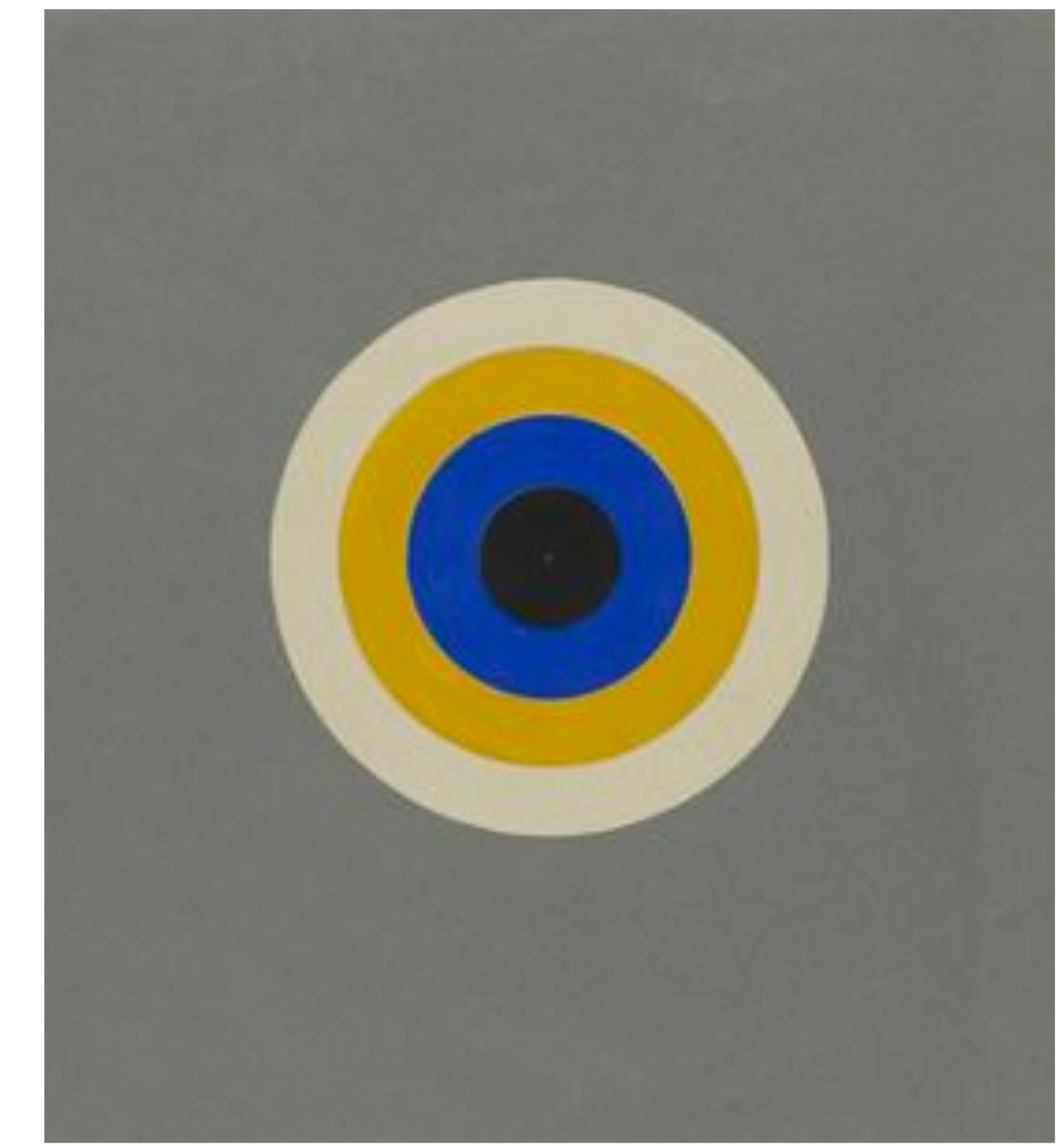
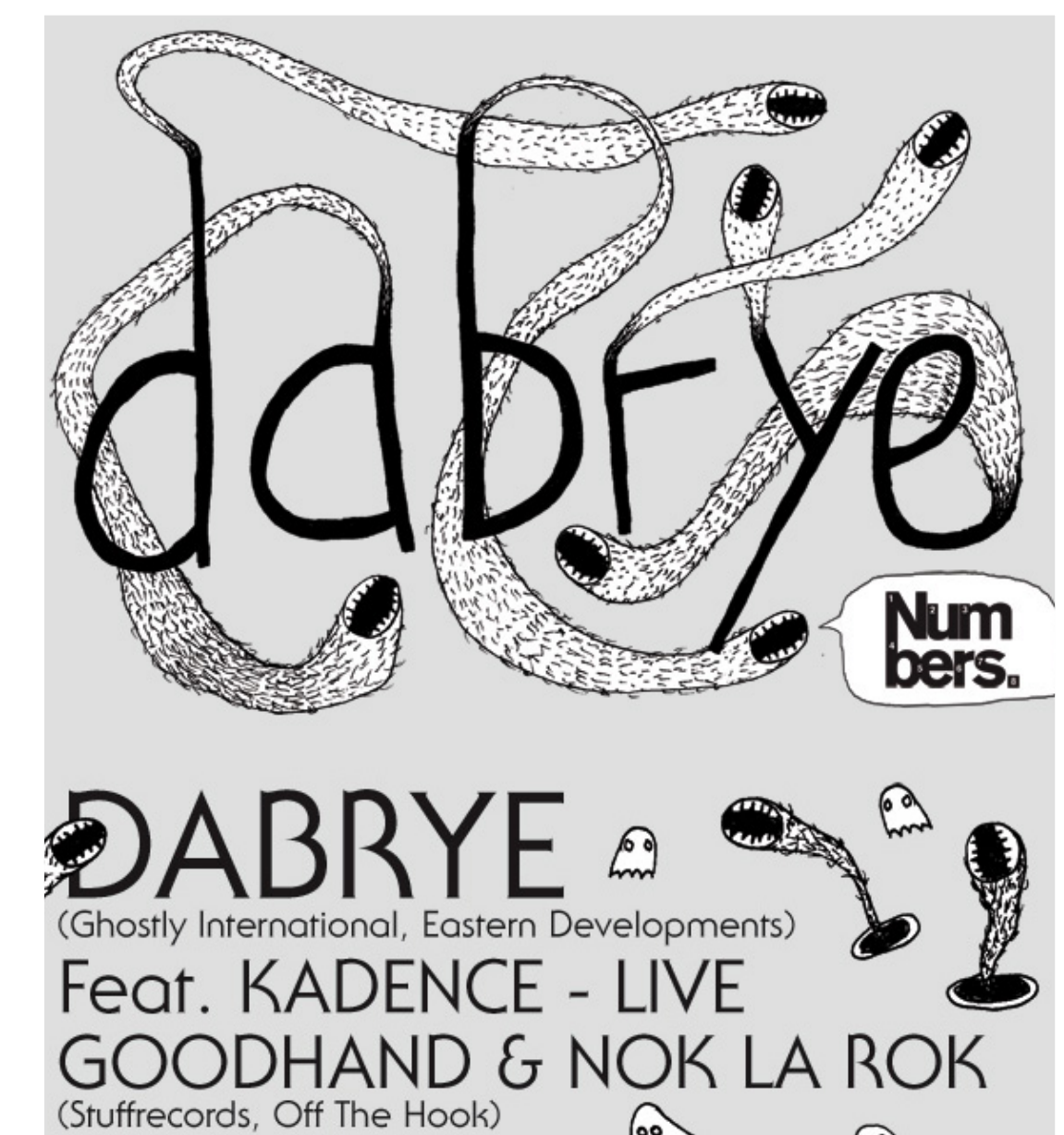
Updated: April 2026



Here's a few things about me: I'm from Shetland, I have 2 girls, I live in Marsden, West Yorkshire and I love powerlifting.



I've always been inspired by the internet, whether through my own explorations or others. I like bold simple design that get pushed by technologies to create truly amazing things.



# A LITTLE BIT MORE ABOUT ME...

Chris Clarke  
Product Designer

Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)

For over 15 years I've had the pleasure of working for product design agencies, client side services, and media organisations, creating products used by millions of users. There's more about me on my [Linkedin page](#) with my thoughts on [Medium](#).



2007 - 2013



2013 - 2017

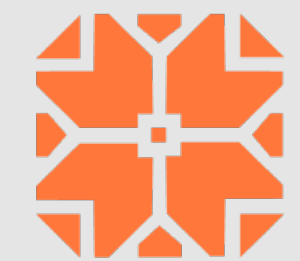
Team of 15



Team of 20



Team of 21



**Leading & Managing in SaaS companies**  
2017 - Present

Chris Clarke  
Product Designer

Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)



# IMPROVING HOW M.E.N.A USERS LEARN

Designed and developed Daie; a conversation-first AI that builds a personalised engineering learning.

2025 - Present

## SOME BACKGROUND...

Chris Clarke  
Product Designer

Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)



# Built for MENA. Powered by Silicon Valley.

Whether you're a student, recent grad, or experienced professional, Manara helps you level up your skills.

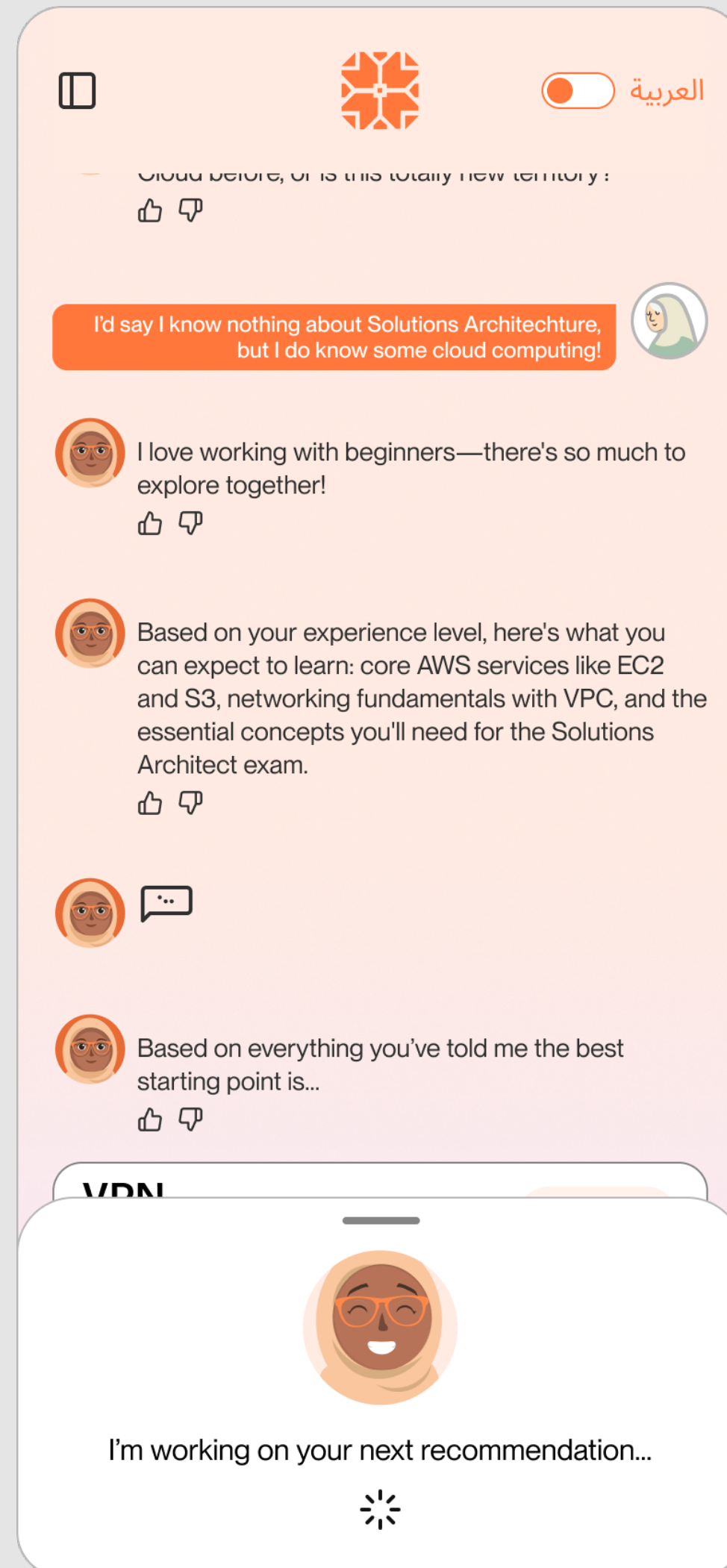


In 2025 I joined Manara: A MENA based EduTech platform focussed on up-skilling

Manara aims to up-skill 1 million MENA learners, all of which is achieved through the web app.

During the year since I joined we've had the challenge of completion rates. Whilst better than competitors at 70+%, we thought it could be better.

So we started exploring ways to both better understand what drives users to complete and deliver those experiences...



In late 2025, I enabled users to personalise their learning experience with Manara using AI.

#### My role

- Lead Designer

#### Key details

- Mobile Web app
- AI based learning interface
- Drive self-paced learning

#### Key measures

- $\geq 70\%$  onboarding completion
- $\geq 60\%$  recommendation follow rate
- D7 retention target of  $\geq 40\%$
- $\geq 30\%$  of activated learners reaching a mock exam attempt

#### Key results

- TBC

Chris Clarke  
Product Designer

Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)



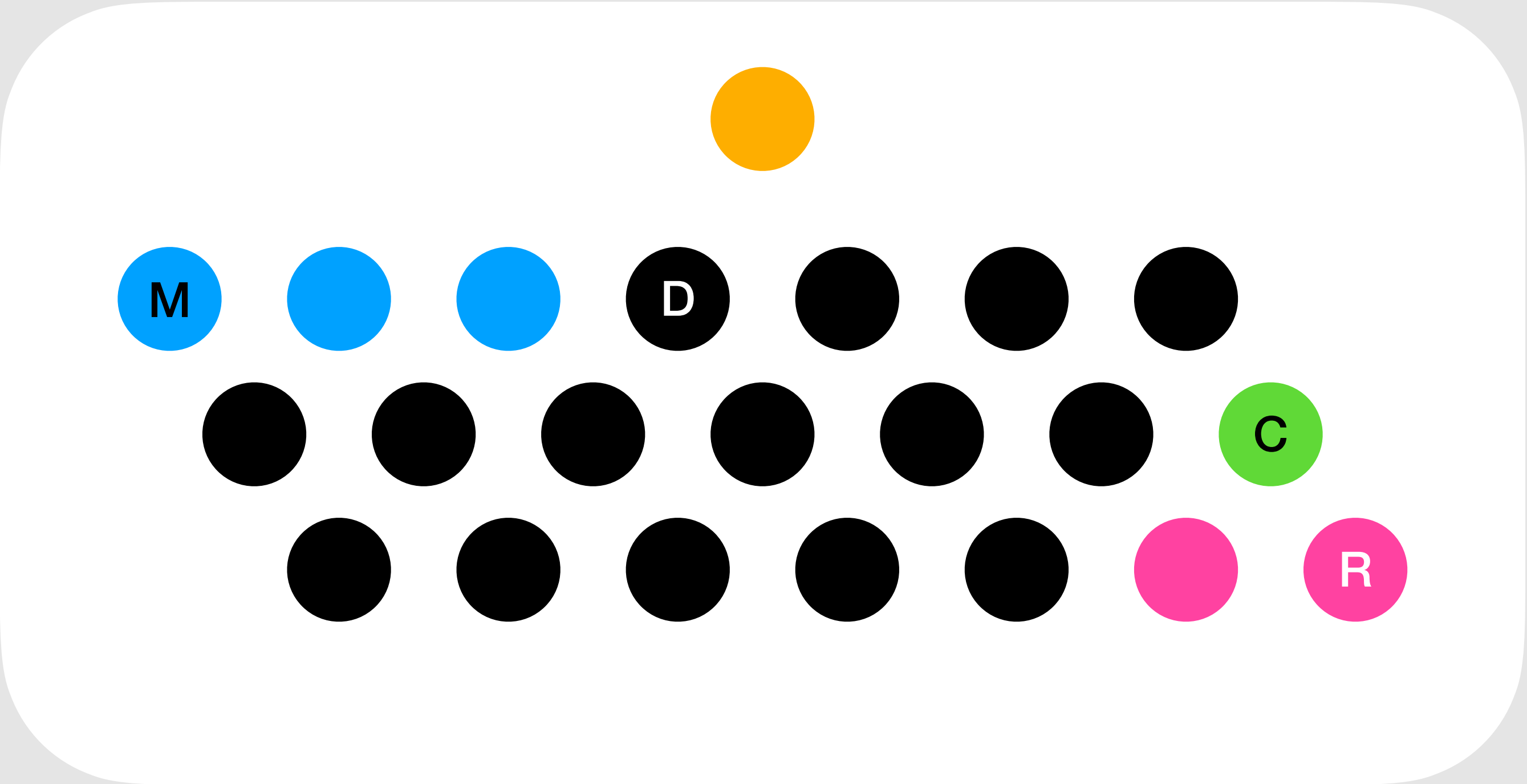
Hold tight, I'm working on adding  
more to this piece!



# BUILDING A DESIGN TEAM IN ELITE SPORTS AT HUDL

2022 - 2025





### MY WORK

Upon moving into a leadership role in 2022, I built up a design team from 3 to 21 to support the rapid scaling of the Elite Business Unit.

### KEY RESULTS

- Designed and implemented a 3 year design vision.
- Setup design processes and ways of working
- Clear hiring philosophy for recruitment
- Intern program to facilitate long term pipeline

# HUDL, A QUICK HISTORY

Chris Clarke  
Product Designer

Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)

In 2020 I joined Hudl: A SaaS company for professional sports organisations.

Hudl aims to **'Make every moment count'** for its customers, creating a seamless and efficient experience for Video and Data usage across its platform.

For the business, Hudl makes its revenue with annual subscriptions of product packages from organisations.

The main business outcome was driving more revenue through growing those packages with new products and workflows, creating a single platform.

## My Role

In 2022 my role in design adapted to not only deeply understand all customer workflows but build a team philosophy that could scale with the ambition.



wyscout  hudl sportscode



Replay



Coda

DURING 2020 HUDL ELITE'S PRODUCT SUITE LOOKED LIKE THIS



wyscout



RECRUIT



wimu



NOW IN 2025 IT'S SCALED TO 13. I SCALED THE DESIGN TEAM TO ACCOMMODATE

# Scaling the team - 2022 to 2025

Chris Clarke  
Product Designer

Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)



- Specific levels and criteria
  - Mentoring
  - Communicating
  - Problem solving
  - Systems thinking
  - Strong questioning
- Attitude
  - Low ego
  - Evidence based thinking - data informed
  - Experimental approach
- Behaviours
  - Shows up - self starter
  - Admits they're wrong
  - Takes feedback seriously not personally

**The best place to kick off your career.**

Hudl helps teams and athletes reach their potential—and we do the same for our interns. You'll be treated like a full-timer while you gain hands-on experience at one of the fastest-growing companies in sports technology.

[Search Internships](#)

## STEP 1: SET A DESIGN VISION

Based on the company expanding through packages and new workflows, I delivered a vision to bring consistency to the multiple product experiences Hudl had, bringing it all under one look and feel where possible.

I then designed out a vision deck, and presented it to various stakeholders around the Elite Business Unit for buy-in.

## STEP 2: SET A HIRING PHILOSOPHY

I set my needs to the talent team for what a good design at Hudl would need including: adaptable to change, self-starter and forward thinking mindset.

I then setup squads for success in accommodating a designer but ensuring their roadmaps had sufficient design needs, challenging UX and UI to tackle and clear idea of what a designer can offer and what stages.

## STEP 3: CREATED AN INTERN PIPELINE

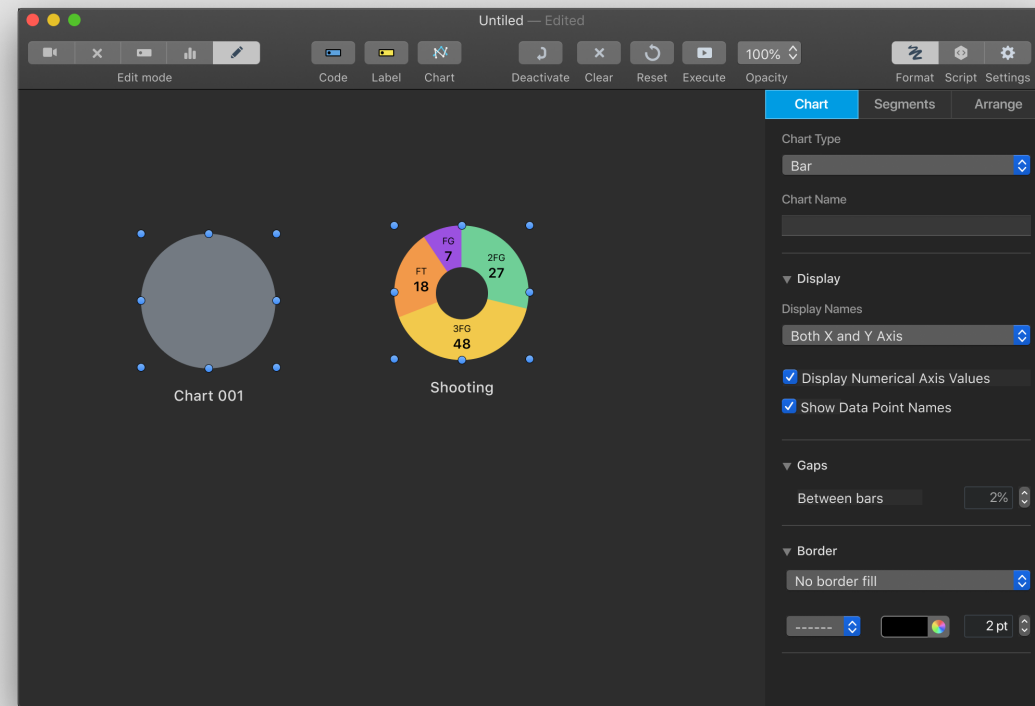
Finally I set up a first in Hudl UK: An intern program for design. So far there's been 5 interns hired for summer programs, resulting in 2 full hires into the team (one has been promoted to Product Designer).

# PRODUCTS AND FEATURES DELIVERED

Chris Clarke  
Product Designer

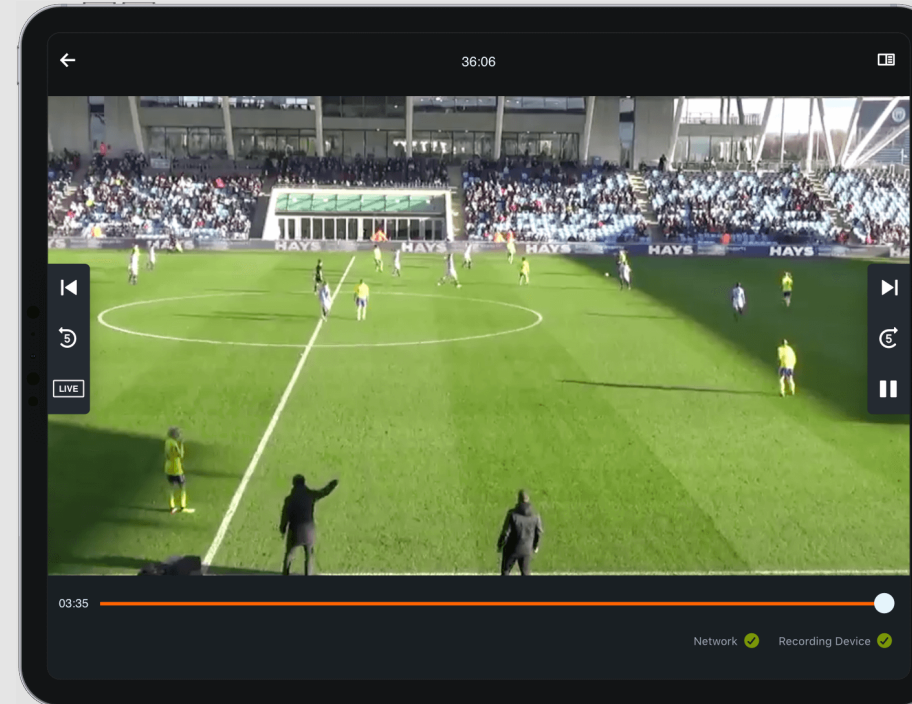
Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)



## Sportscode

Mac app that created game breakdowns through custom tagging.



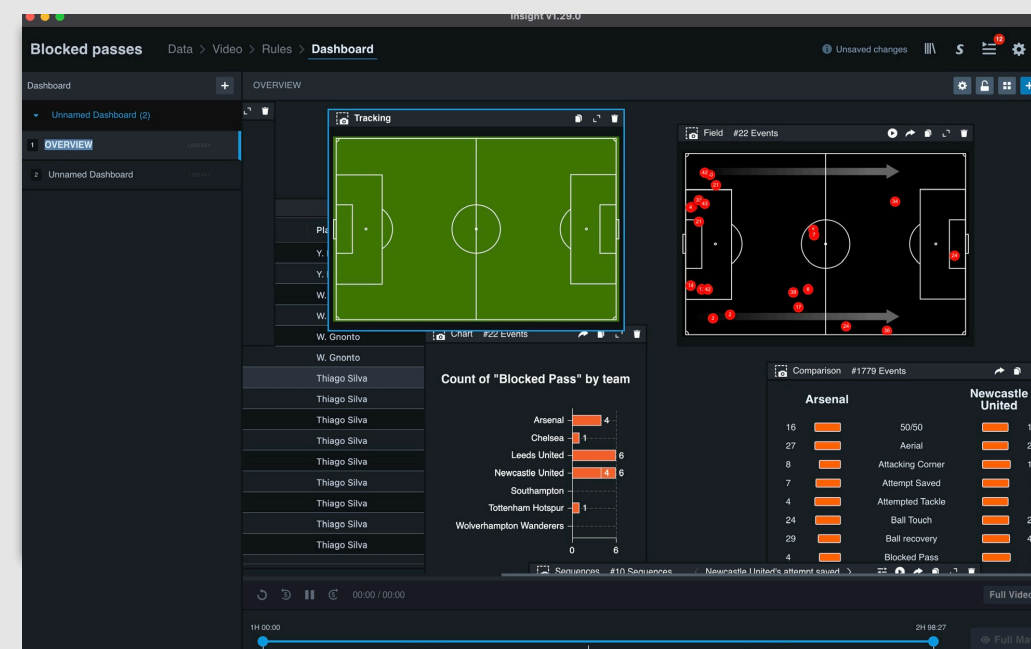
## Replay

iOS app to tag and consume live video and recorded video clips.

The top two are existing products I inherited and added valuable features to.

Features added

- Charts and graphs
- Live instant clip replay



## Insight (launched 2023)

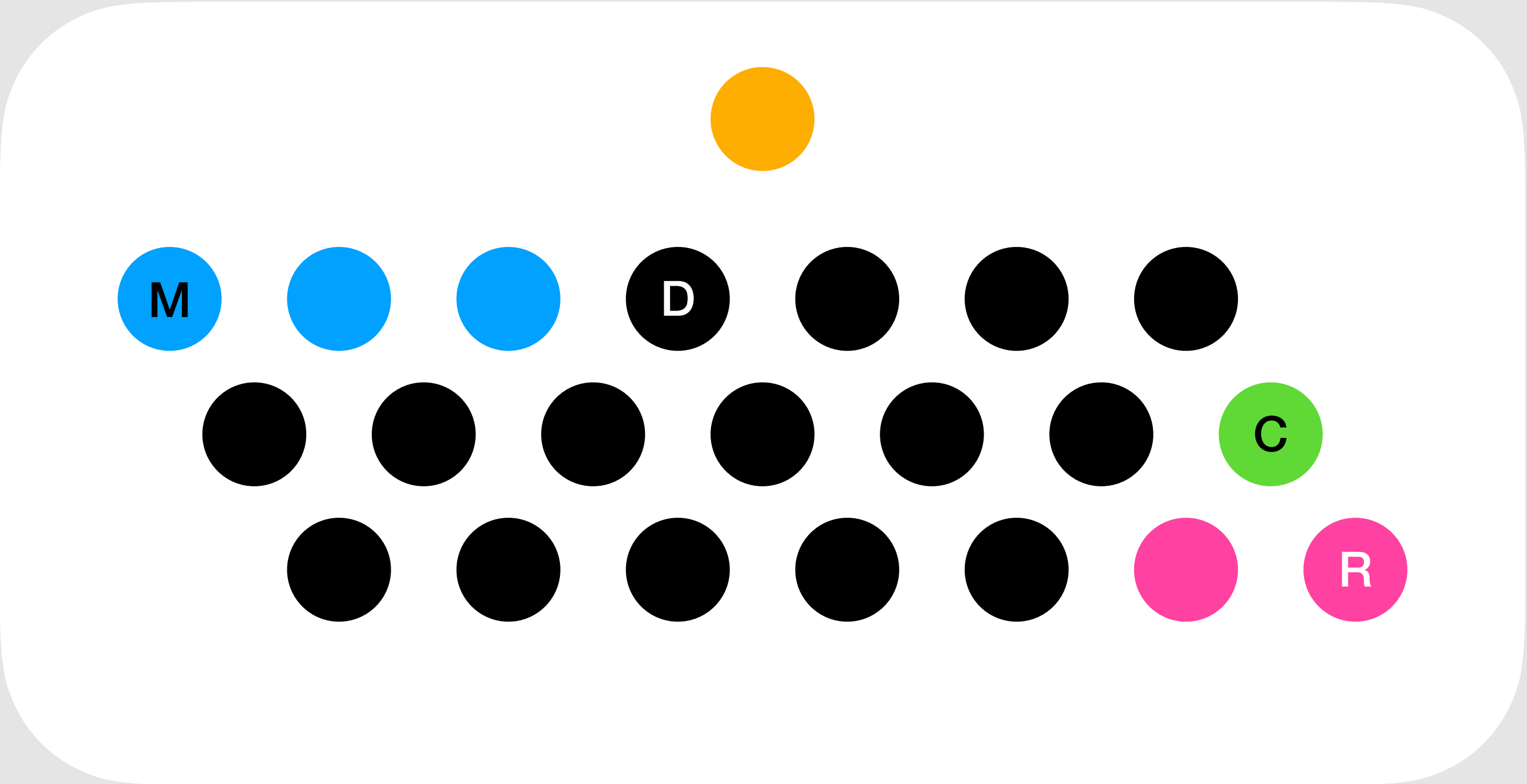
Mac App to analyse and compare multiple games at once.



## Studio (Launched 2022)

Web/Mac app adding graphics to live video.

The bottom two were new products I had a hand in designing and launching!



### MY WORK

Upon moving into a leadership role in 2022, I built up a design team from 3 to 21 to support the rapid scaling of the Elite Business Unit.

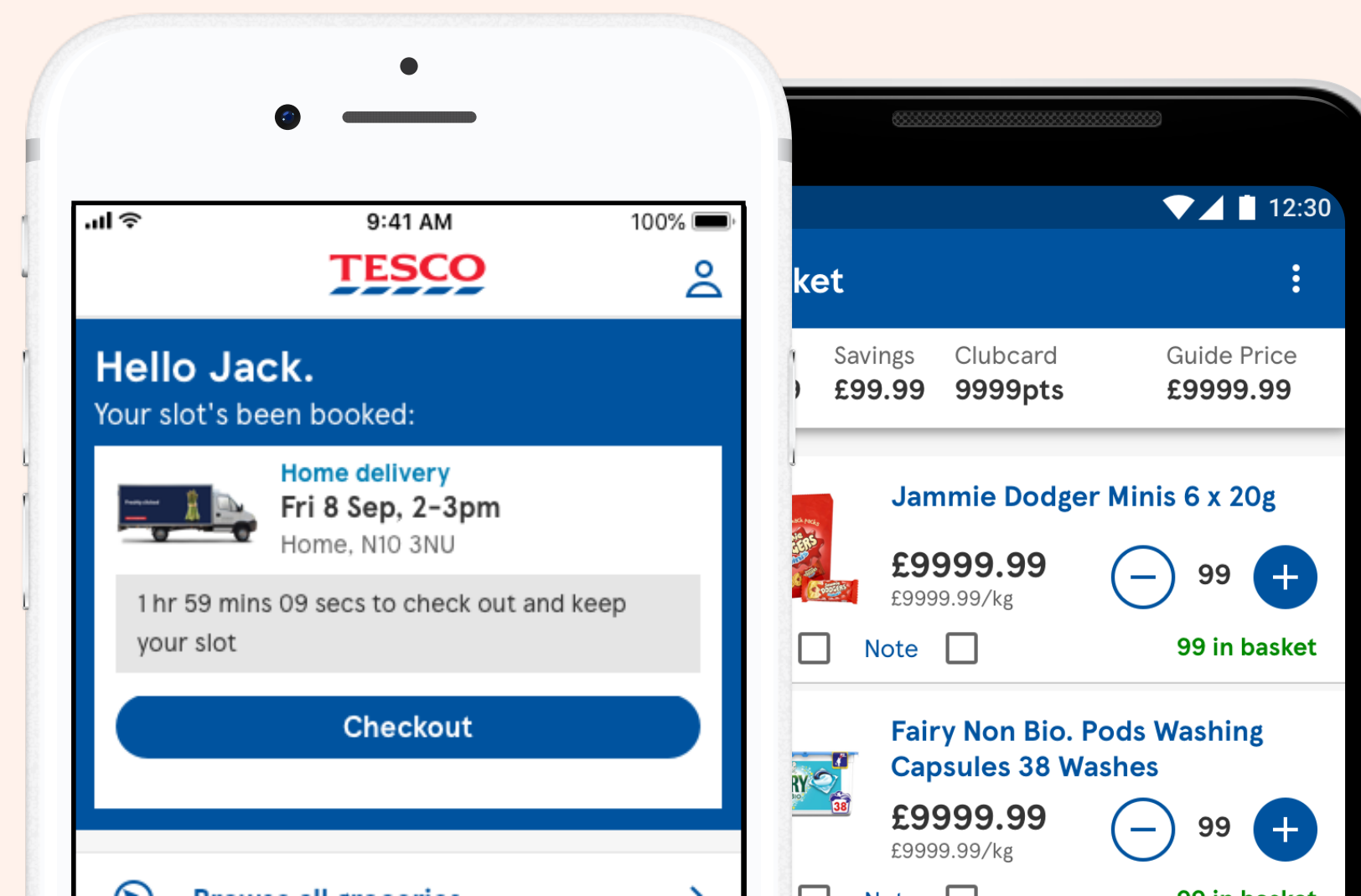
### KEY RESULTS

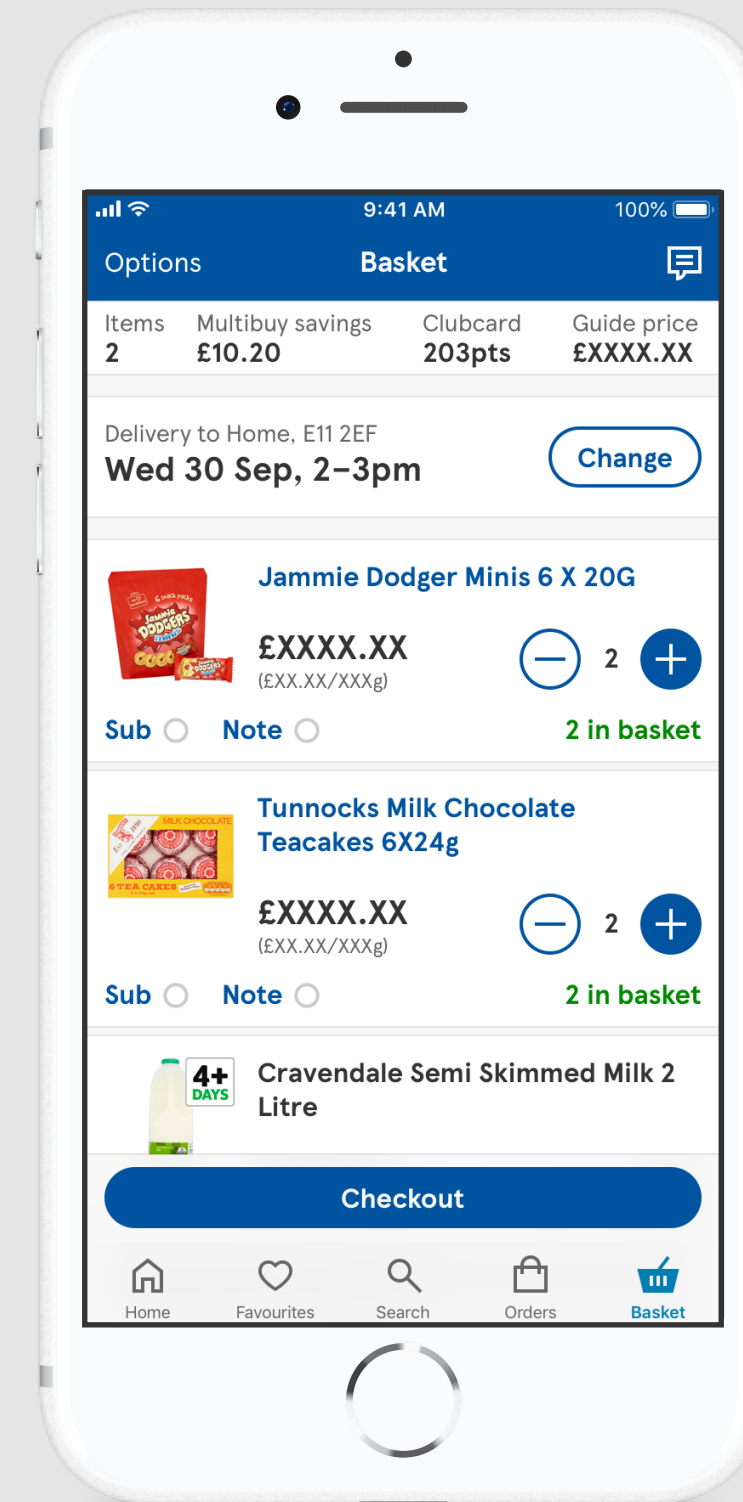
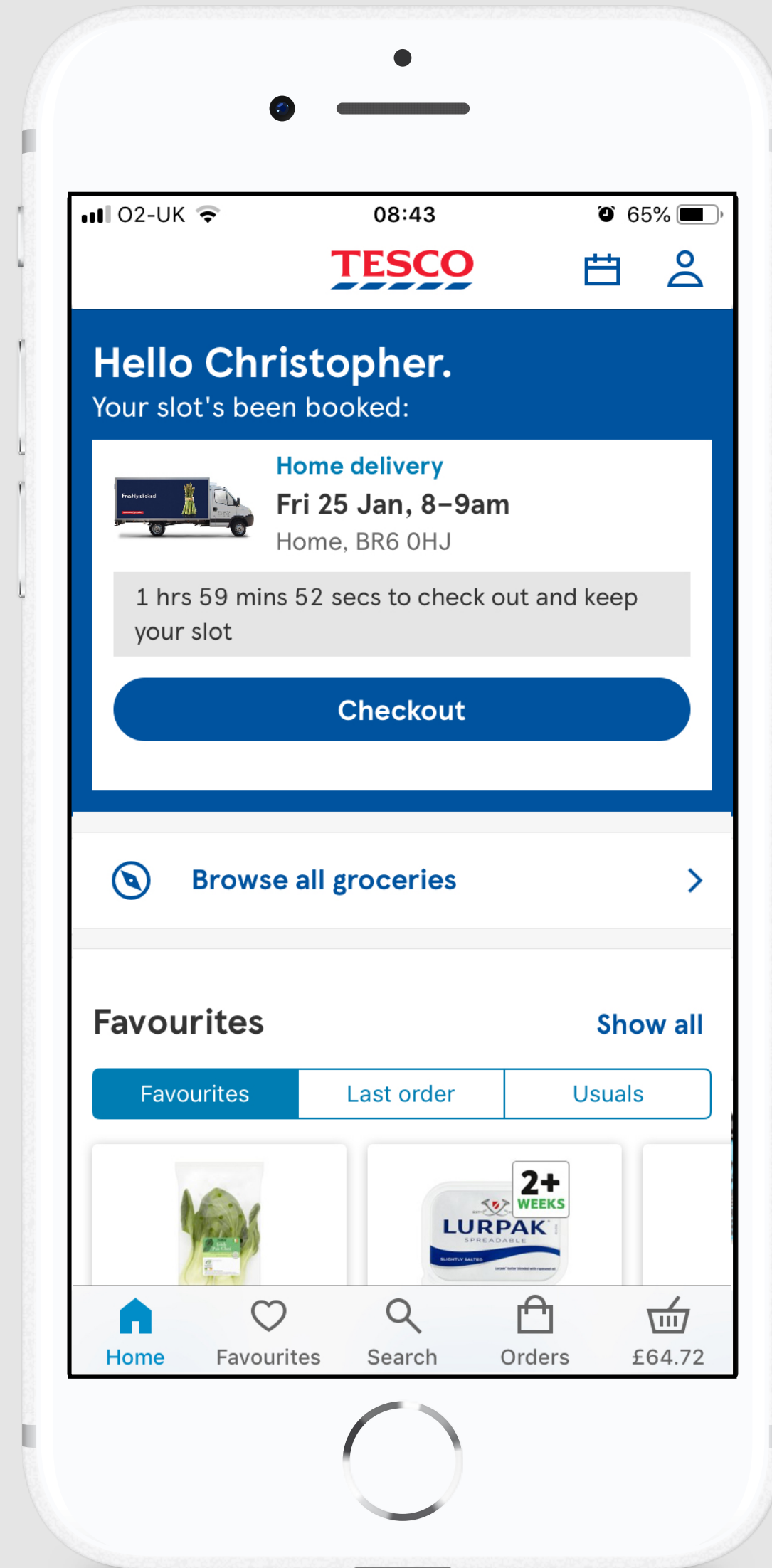
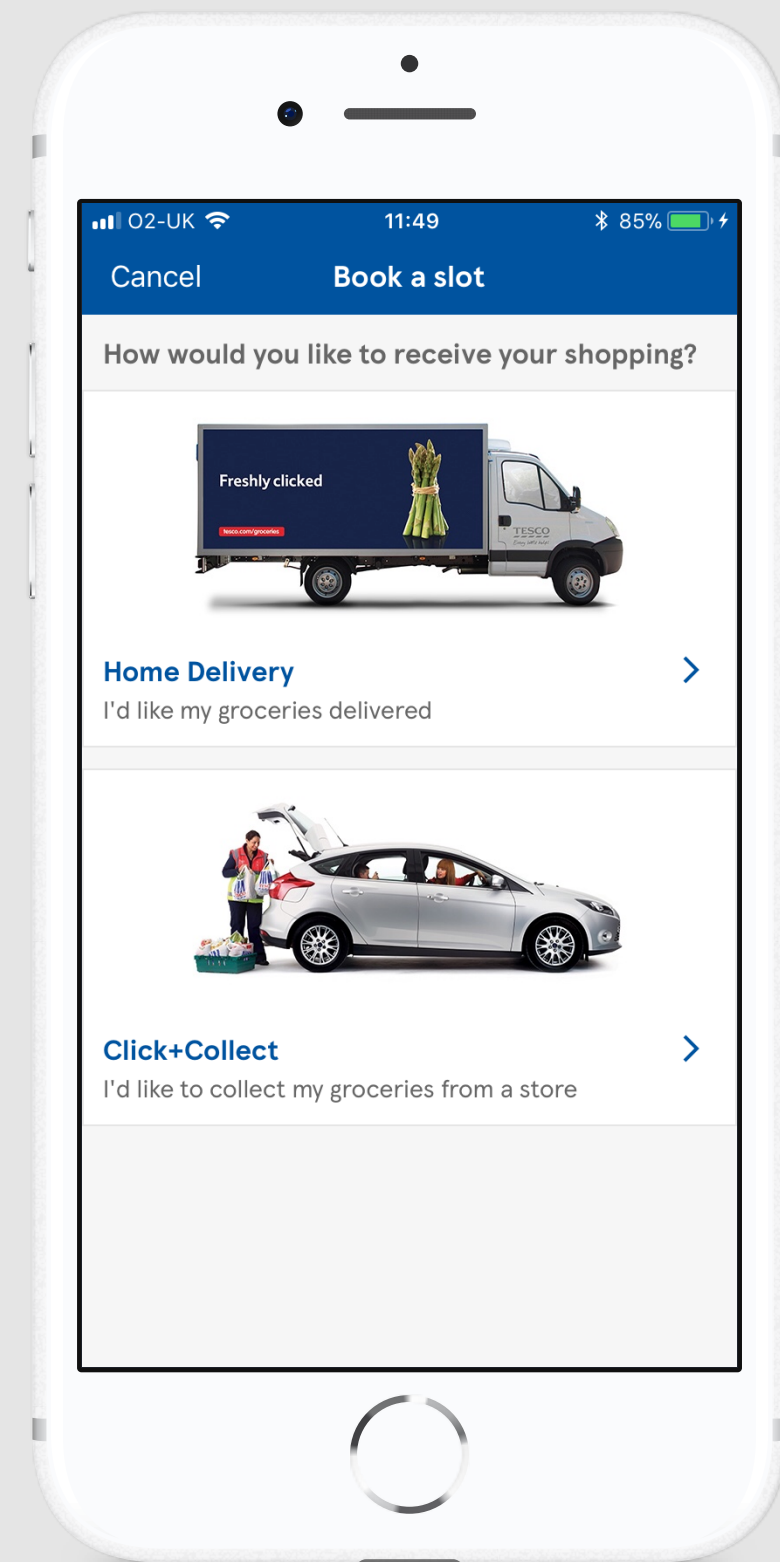
- Designed and implemented a 3 year design vision.
- Setup design processes and ways of working
- Clear hiring philosophy for recruitment
- Intern program to facilitate long term pipeline

# DESIGNING AN IOS NATIVE APP PRODUCT TILE

Growing and releasing a major app refresh  
while building a team.

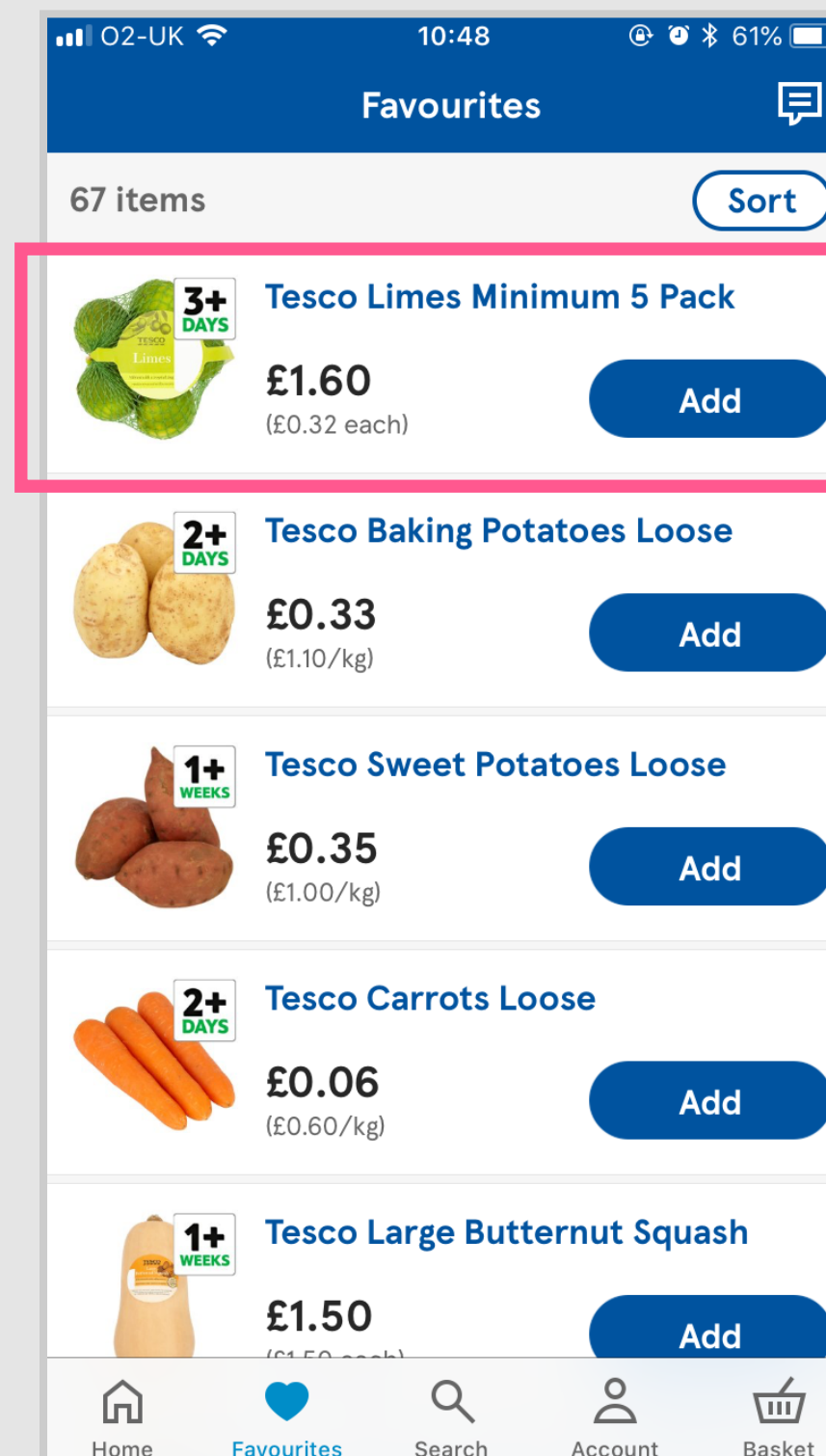
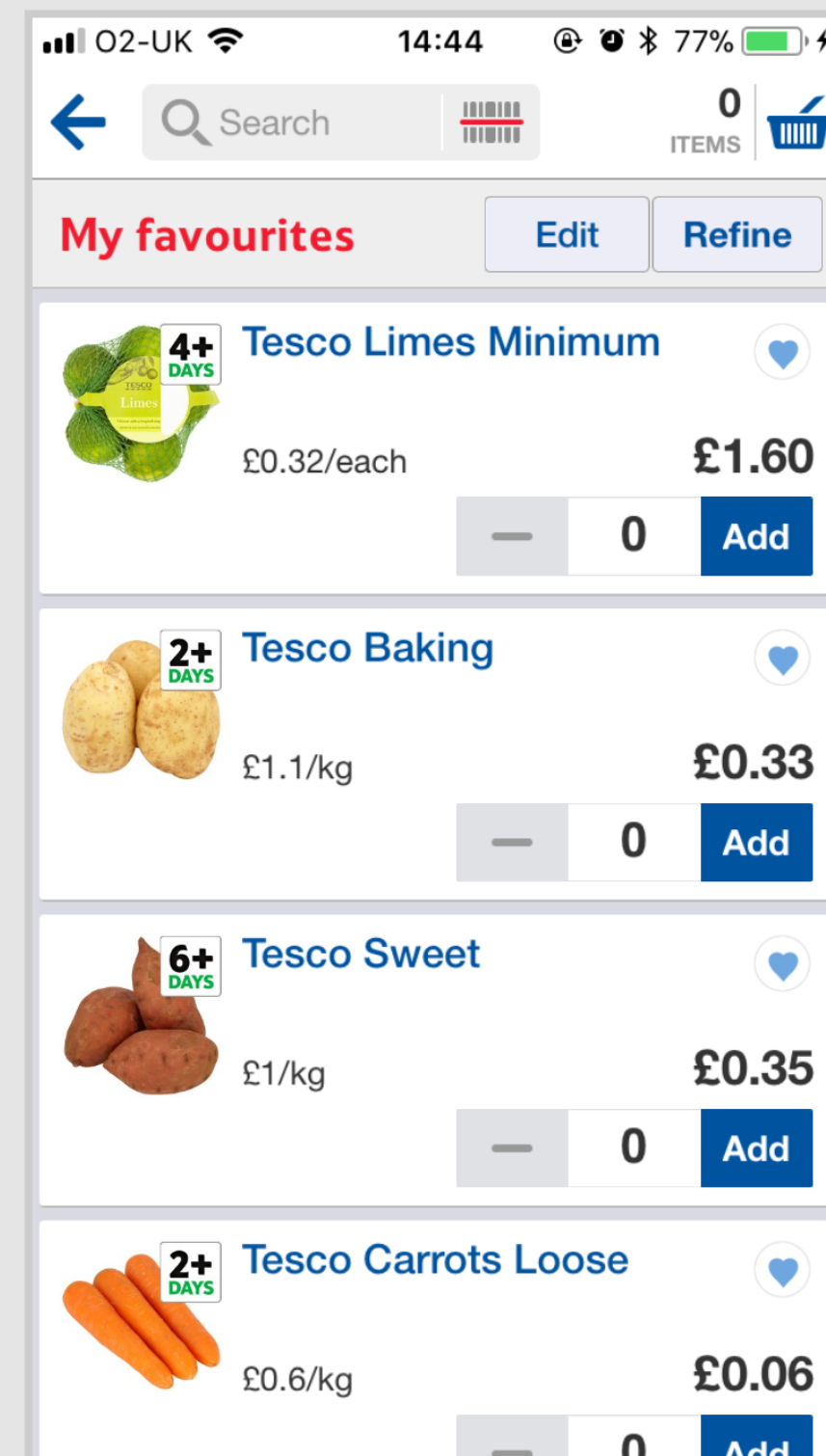
2017 - 2018





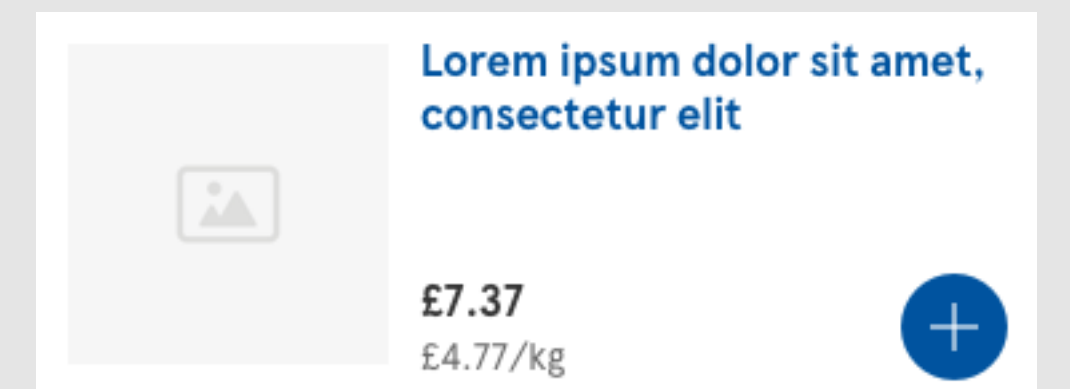
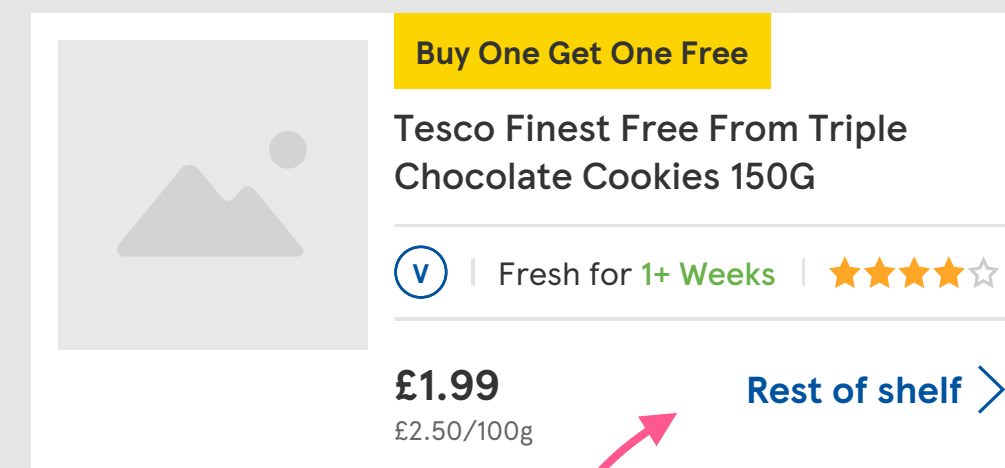
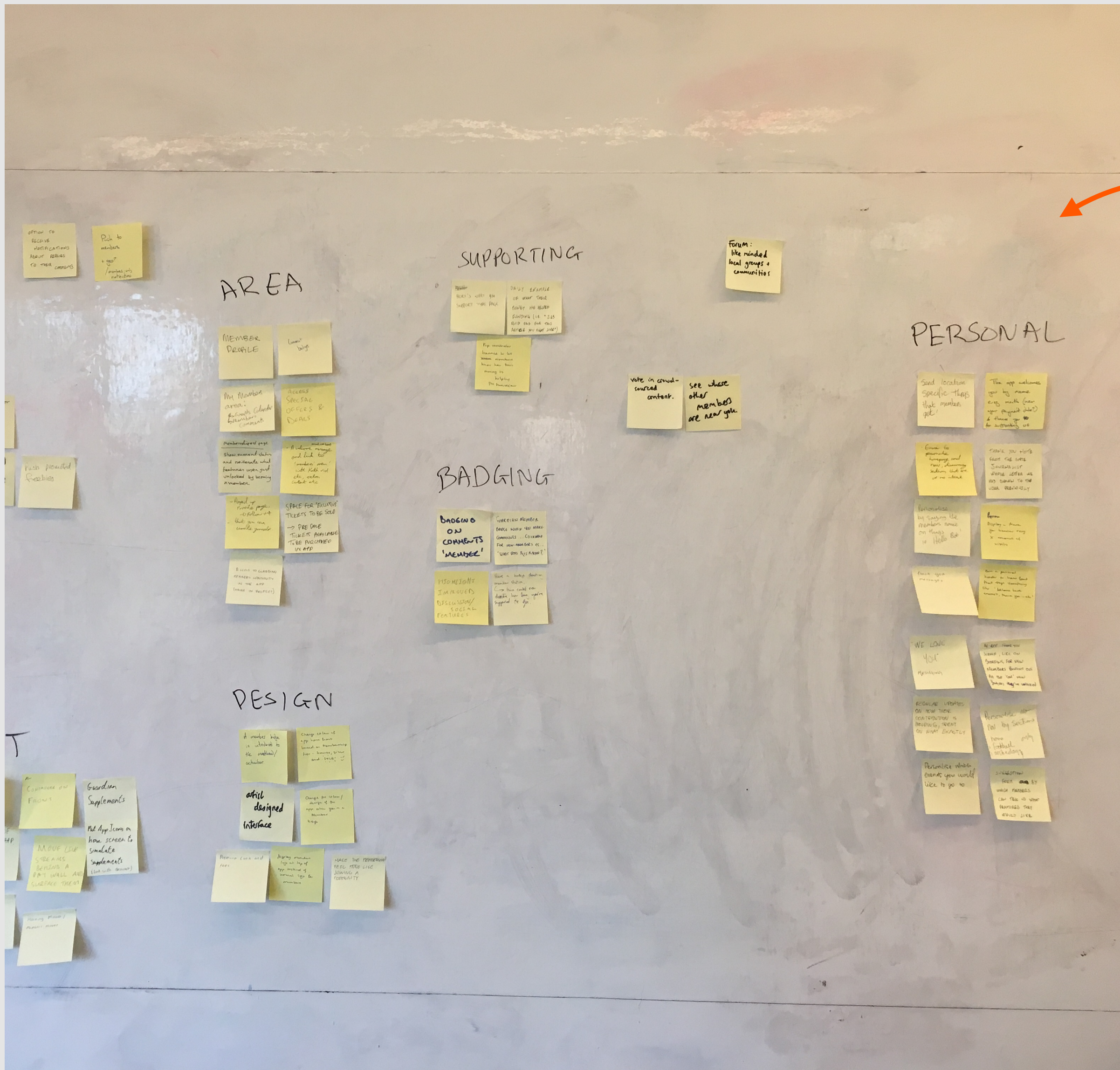
## My Work

- Built a team from 5 to 12
- Designed a native groceries app from the ground up for iOS and Android
- Maintain add to basket ratio Increase of 5%
- Keep visible tiles in parity Achieved and increased!
- Make tiles AA accessible Achieved
- Bring tiles inline with Tesco's New Brand Expression Achieved



This is a product tile. It needed to match the existing size to maximise products in view for basket size to be maintained.

This was important to the business to maintain revenue and users for easy scanning and consistent experience.



Design exploration with a product designer I was coaching through the process of discovery.

It was important to keep exploring options, I encouraged a lot of back and forth between mediums.

**Tesco 100% Squeezed And Pressed Orange And Mango Juice 1 Litre**

Select weight

**£XXXX.xx**  
£0.129/100ml

⊖ 2 ⊕

Sub  Note

2 in basket

Any 2 for £2.20

During the build (after much playing around) I proposed splitting the tile into separate elements and combine them, thus making 6-8 parts of 1 tile.



**Jammie Dodger Minis 6 X 20G**

**£XXXX.XX**  
(£XX.XX/XXXg)

Add

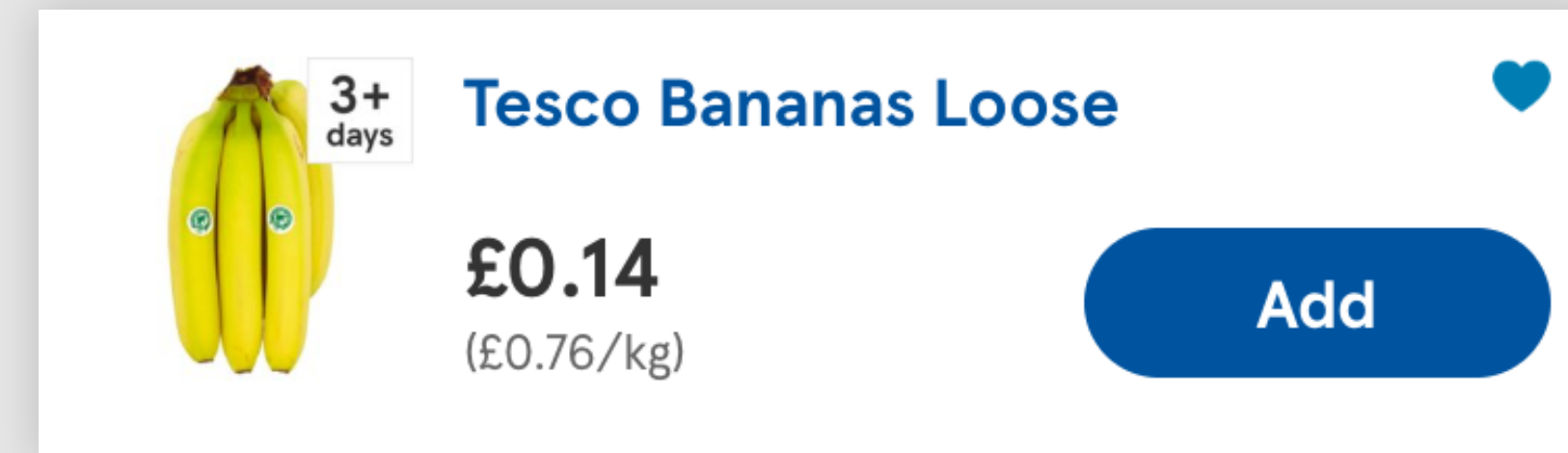
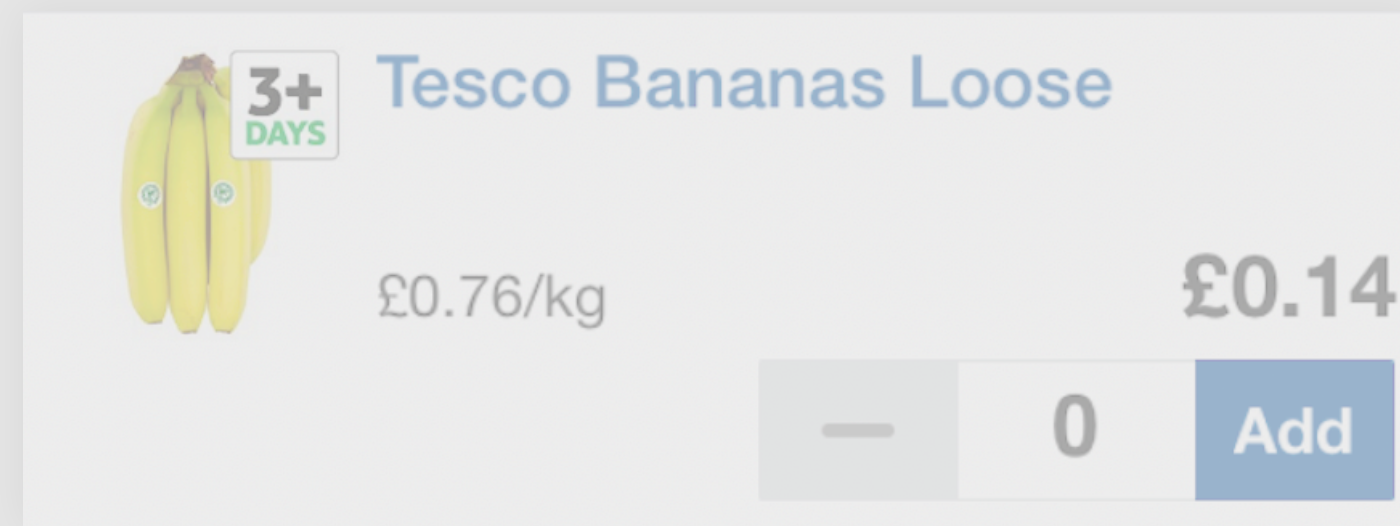
**Jammie Dodger Minis 6 X 20G**

**£XXXX.XX**  
(£XX.XX/XXXg)

Add

Any 2 for £2

This meant we could create an infinite number of tile edge cases, and only have to stack elements, both in design and build



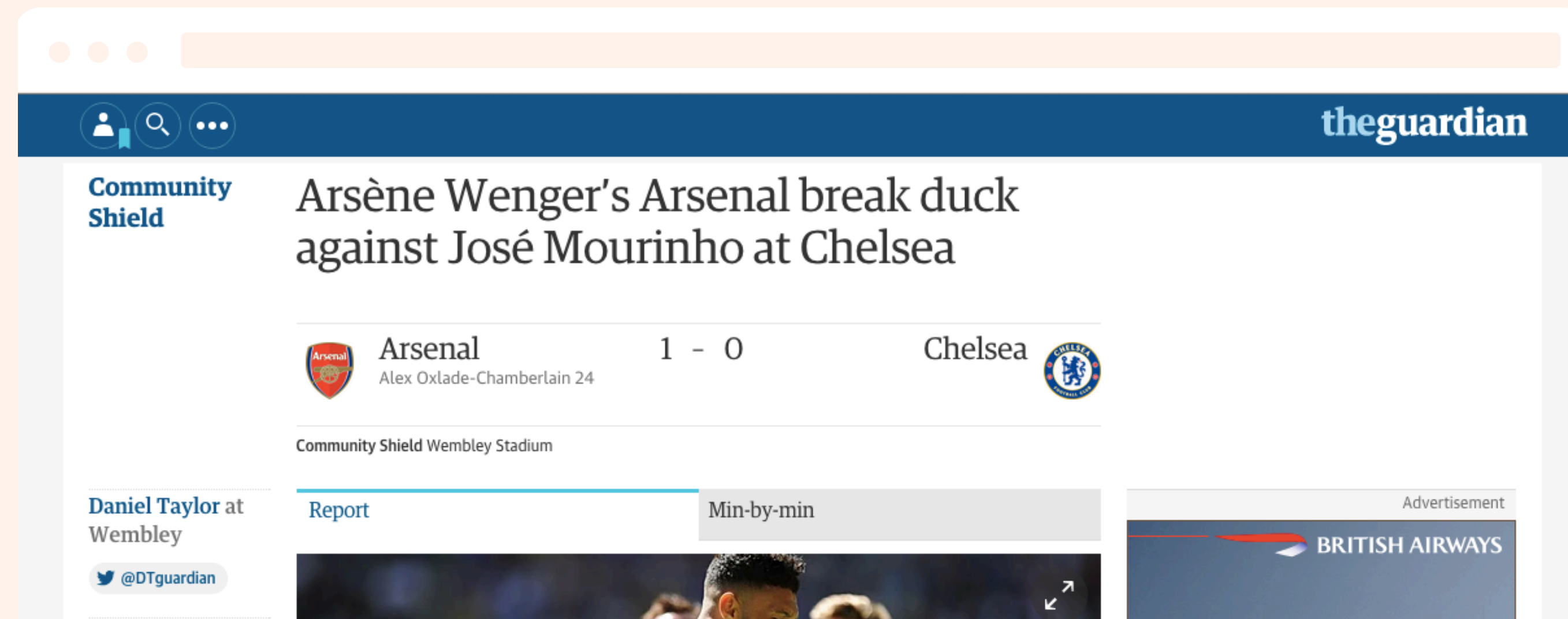
## Key results

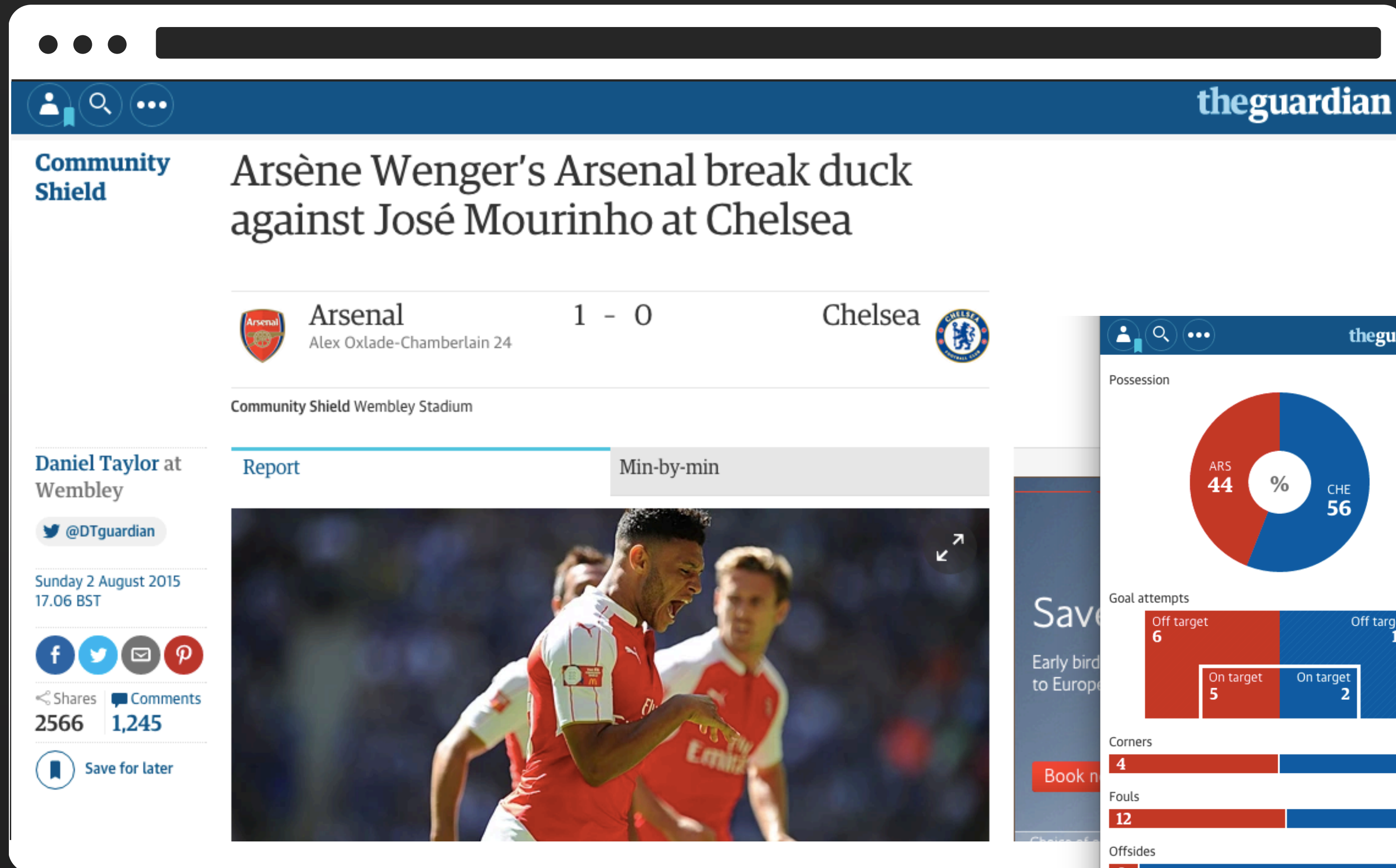
- Maintain add to basket ratio Increase of 5%
- Keep visible tiles in parity Achieved and increased!
- Make tiles AA accessible - Achieved
- Bring tiles inline with Tesco's New Brand Expression achieved

# INCREASING VISIBLE DATA ON THE NEW GUARDIAN.COM FOOTBALL OFFERING

Design Execution & Atomic Design Delivery

2015



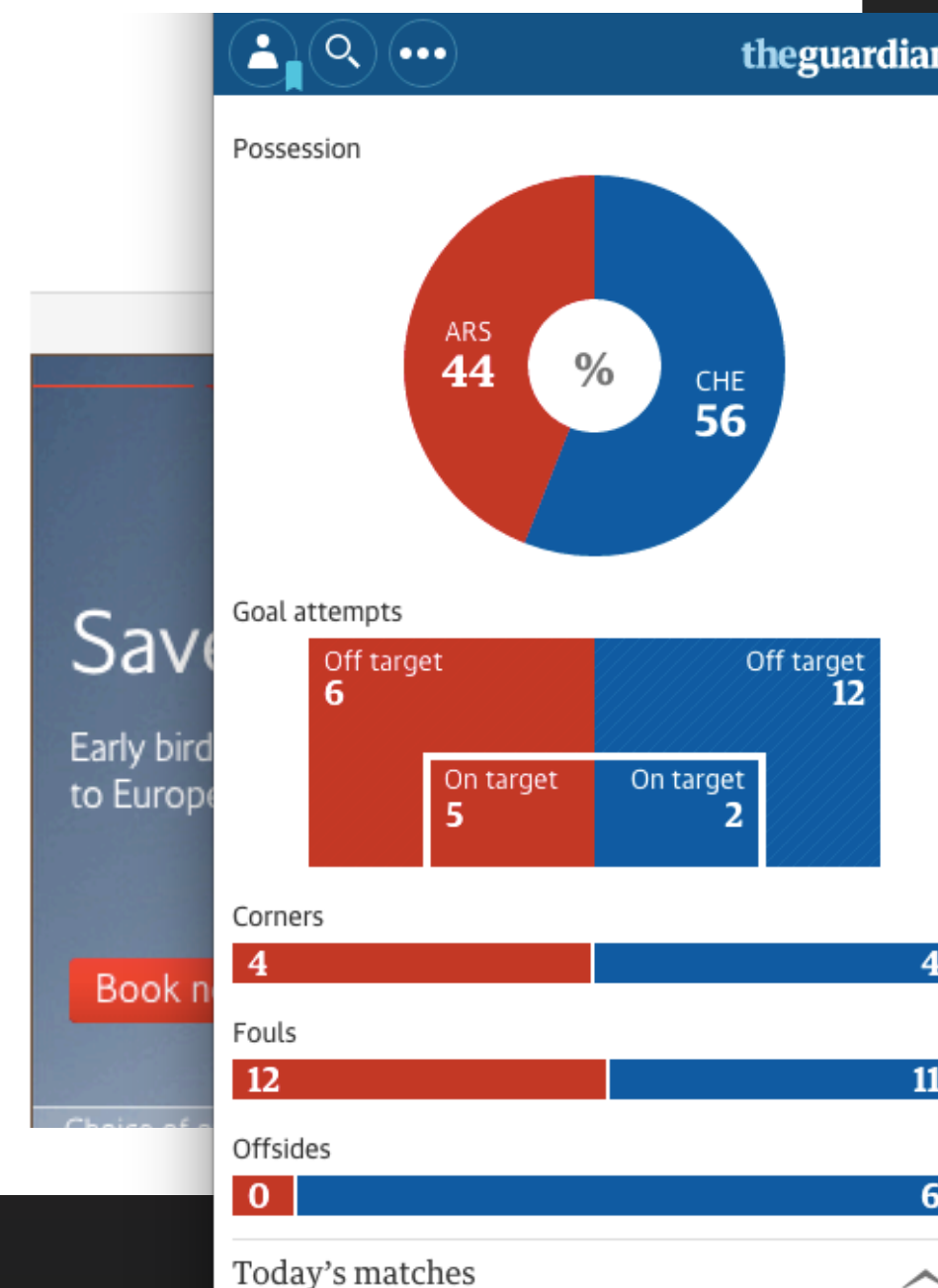


## My Work

I delivered a stats supported design - from mobile first - that was quick to get a grasp of a football game, and indulge in our great sports journalism.

## Key results

- Implement sports data alongside our articles, resulting in time on football pages reduced, more pages consumed went up
- Improve the visual presentation of football section
- User feedback indicated the Guardian was considered quicker in responding to live moments in football with data.
- Mobile variant complete with data delivered simultaneously.

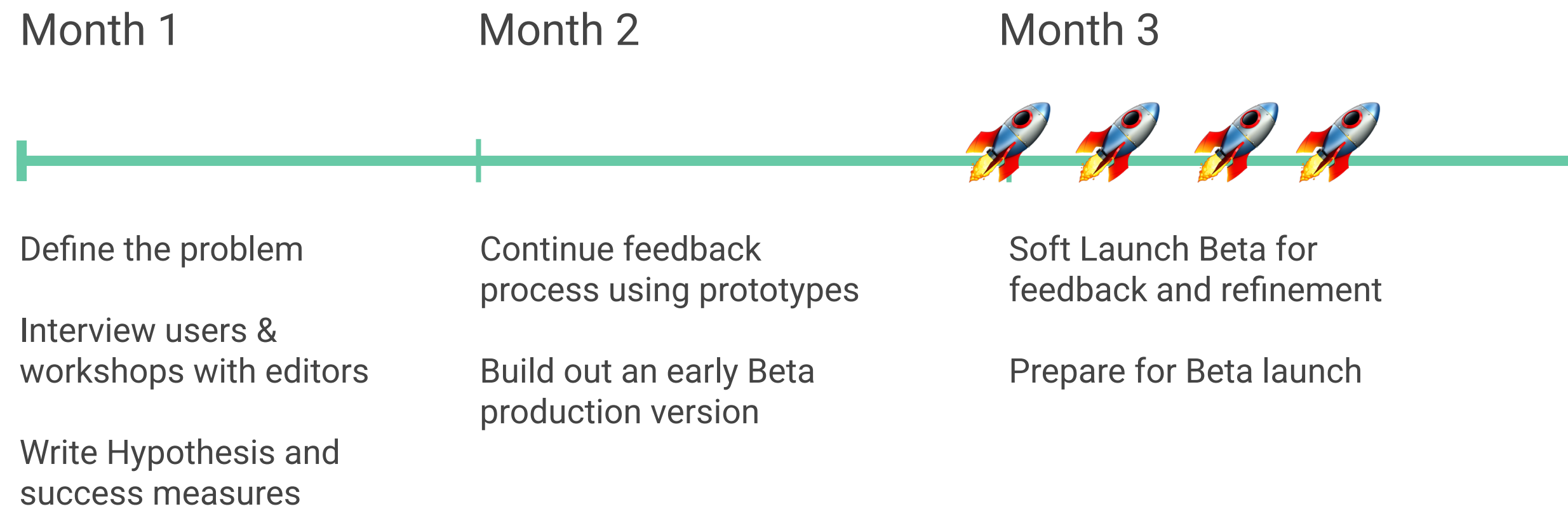


# THE TEAM & PROCESS

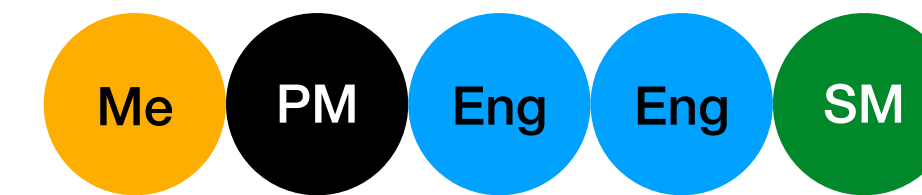
Chris Clarke  
Product Designer

Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)



The business wanted a small team to have a decent impact on the football offering. We adopted Atomic design principles for delivery, making small improvements to the live environment weekly and reviewing the results every Monday.

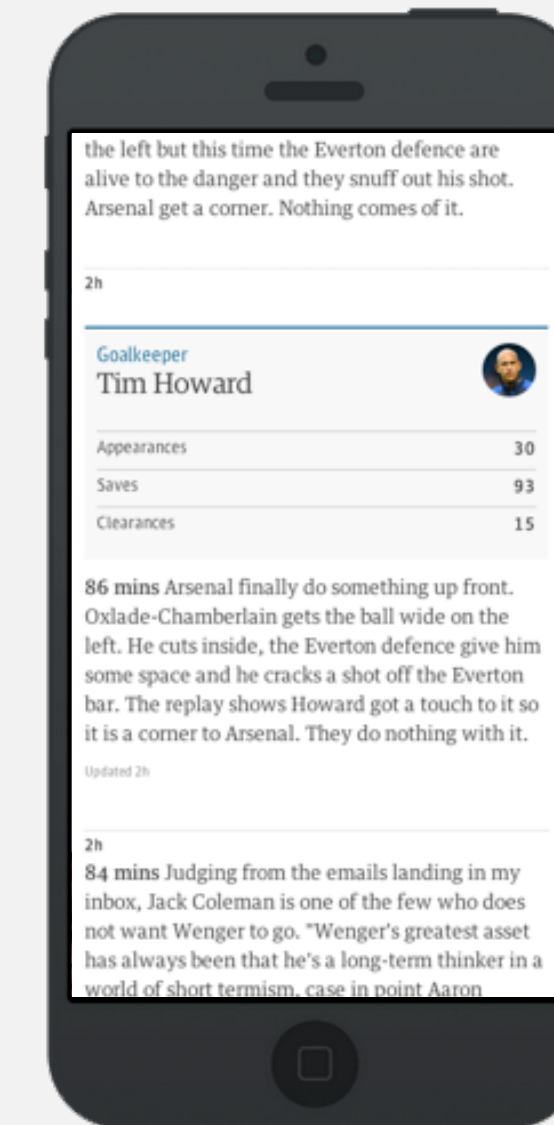
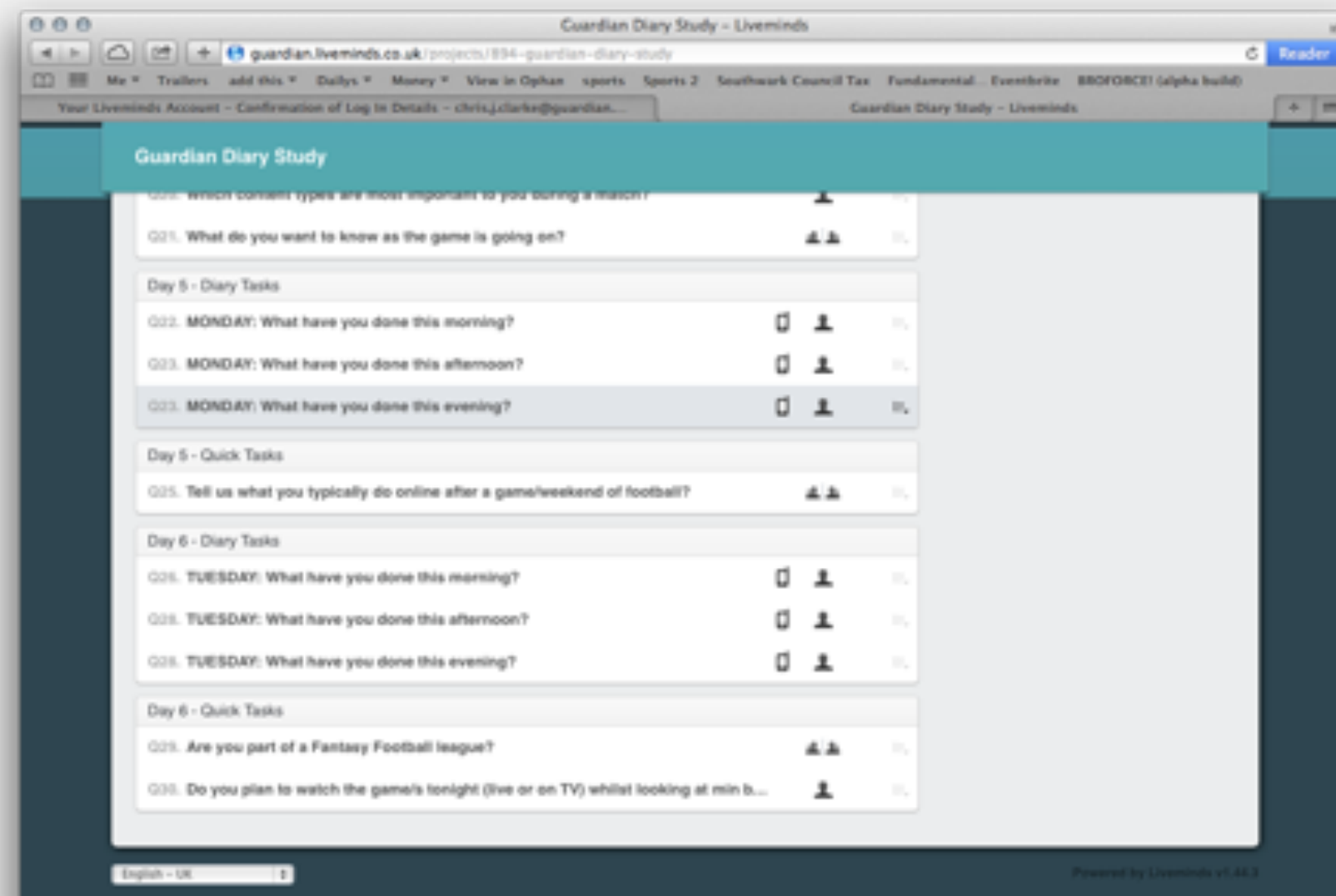


# MY ROLE IN THE PROJECT

Chris Clarke  
Product Designer

Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)



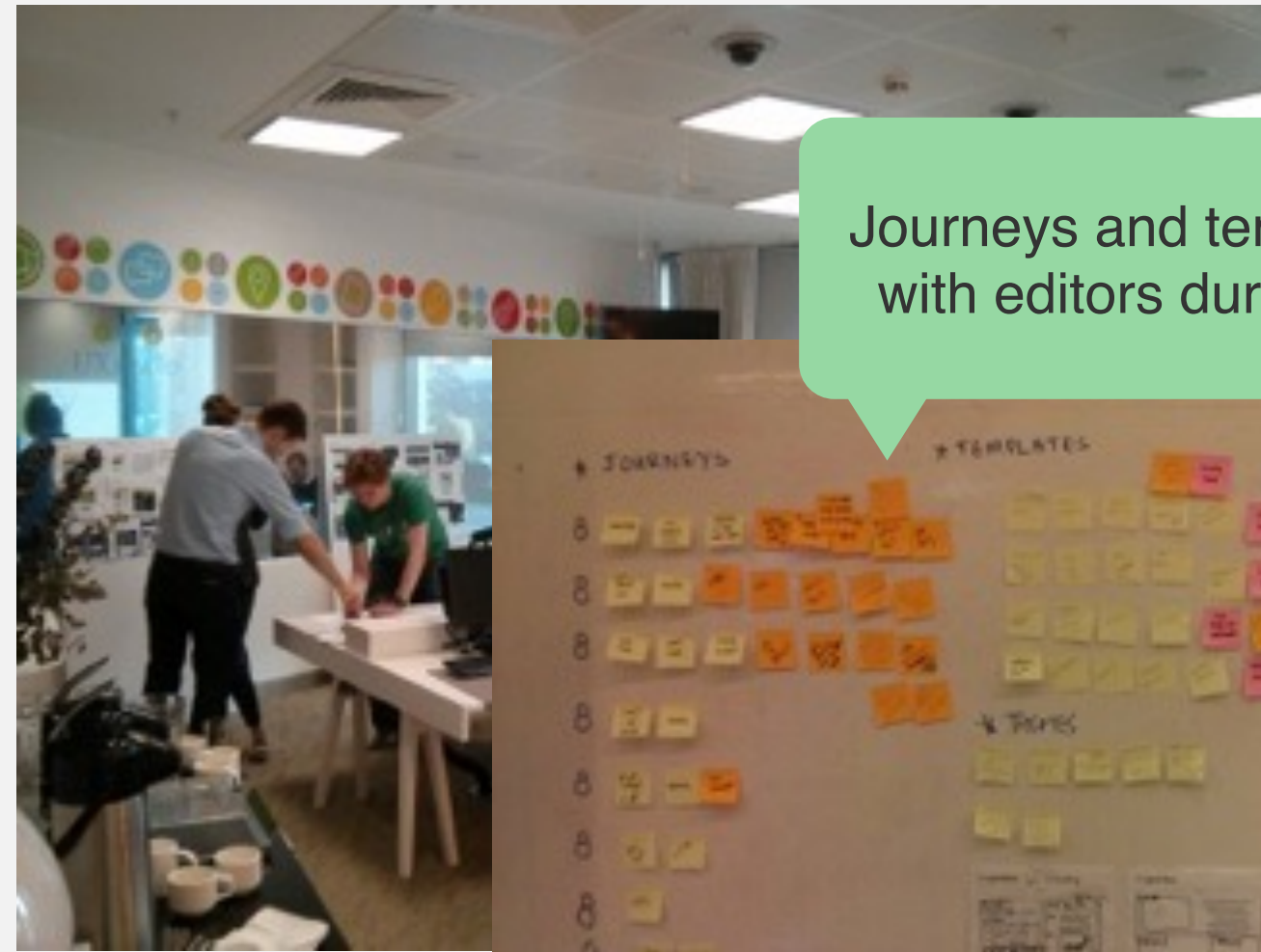
## UNDERSTAND THE NEEDS OF THE READER

I setup a diary study & focus groups supported by a UX researcher - In conjunction with our business needs we had our core users, who also had their own frustrations and desires to be taken on board. We learned from these studies just how important the basics were.

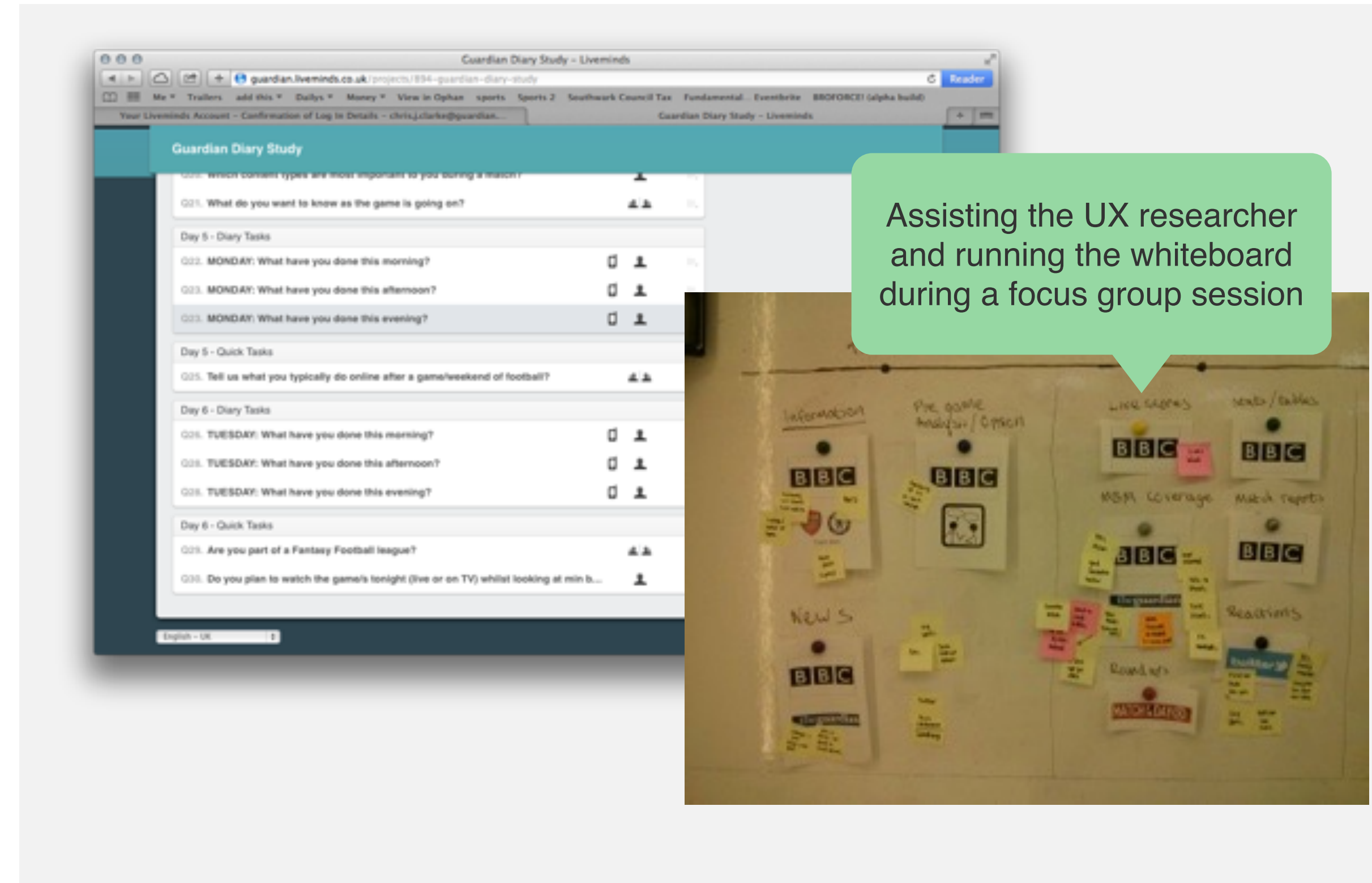
## LEAD THE DESIGN WORK

This was a big release for the new Guardian website, so it was key that the design and data were taking into account what our readers were using the Guardian for and maximising that experience.





Journeys and templates discussed with editors during the workshop



Assisting the UX researcher and running the whiteboard during a focus group session

## DISCOVERY WORKSHOP

We kicked off the project getting an understanding of how our sports editors worked, what their frustrations were and how we could make sure we met all these desires. I ran this over a full day with whiteboard running and tasks in the afternoon.

## TARGET AUDIENCE INTERVIEWS

I setup a diary study & focus groups with a UX researcher - In conjunction with our business needs we had our core users, who also had their own frustrations and desires to be taken on board. We learned from these studies just how important the basics were.

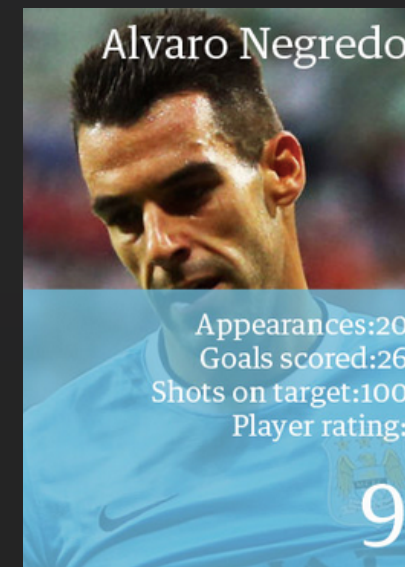
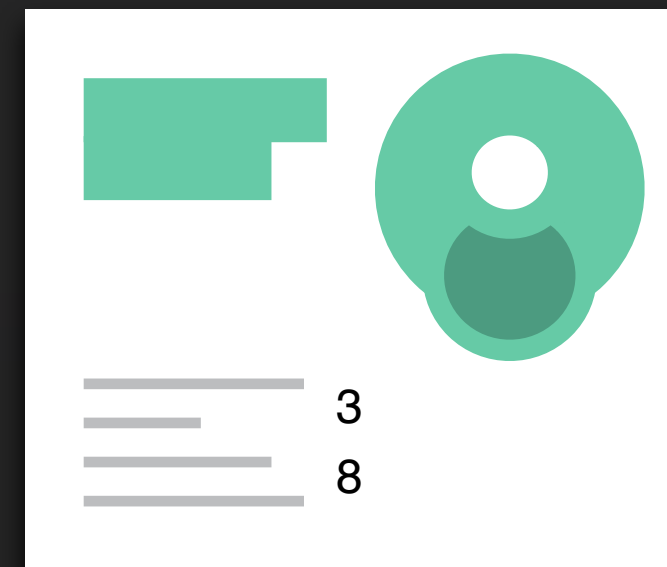
# GOALS FROM THE WORKSHOP & RESEARCH

Chris Clarke  
Product Designer

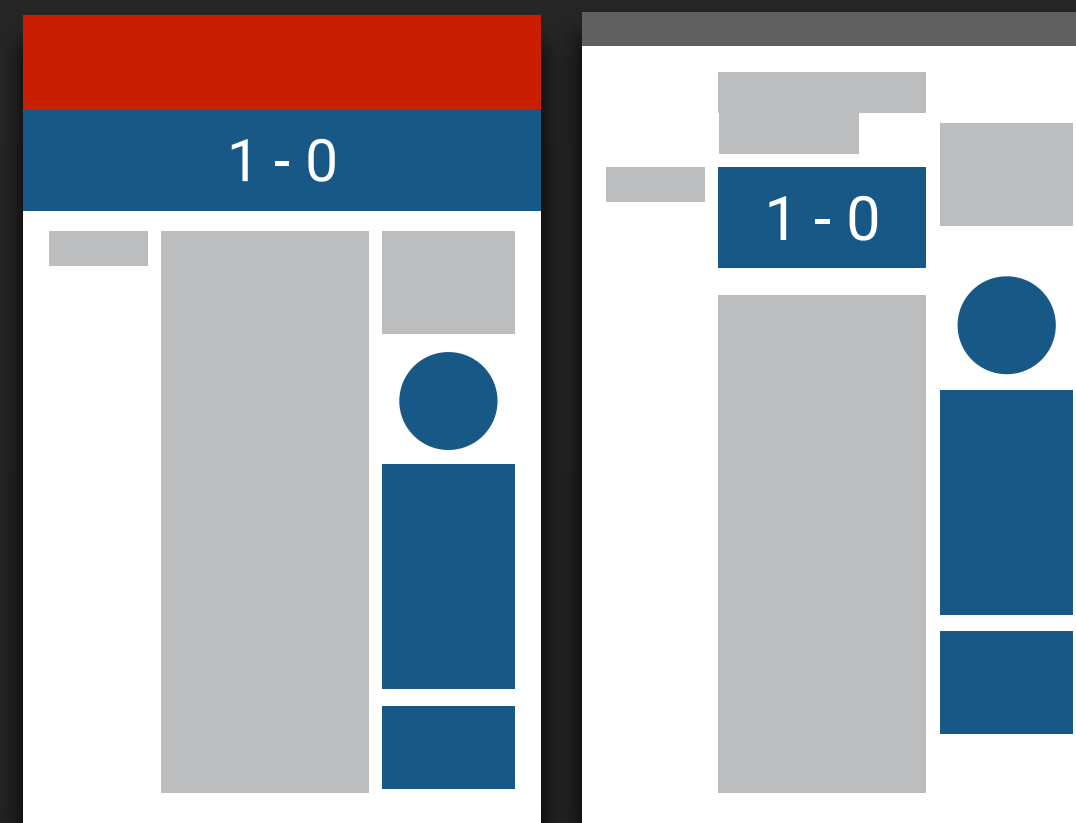
Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)

Use the data to reveal something worth sharing



The consistency of placement, can result in a speedier perception



## TELL STORIES WITH DATA

We pay good money for a 3rd party sports API, and it doesn't show. As a result our pages weren't showing simple data (like tables of results). We wanted to take data further.

## BETTER SIGNPOSTING FOR SPEED

Football is a fairly predictable thing. Matches happen at the time each week for a majority of the year, having a site which consistently displays data in the same place for years, will be considered faster.

## ALWAYS MOBILE UP FRONT

This was a huge focus for us. We had a growing user base on mobile and tablet, soon to overtake desktop, and popular with football at the weekend.

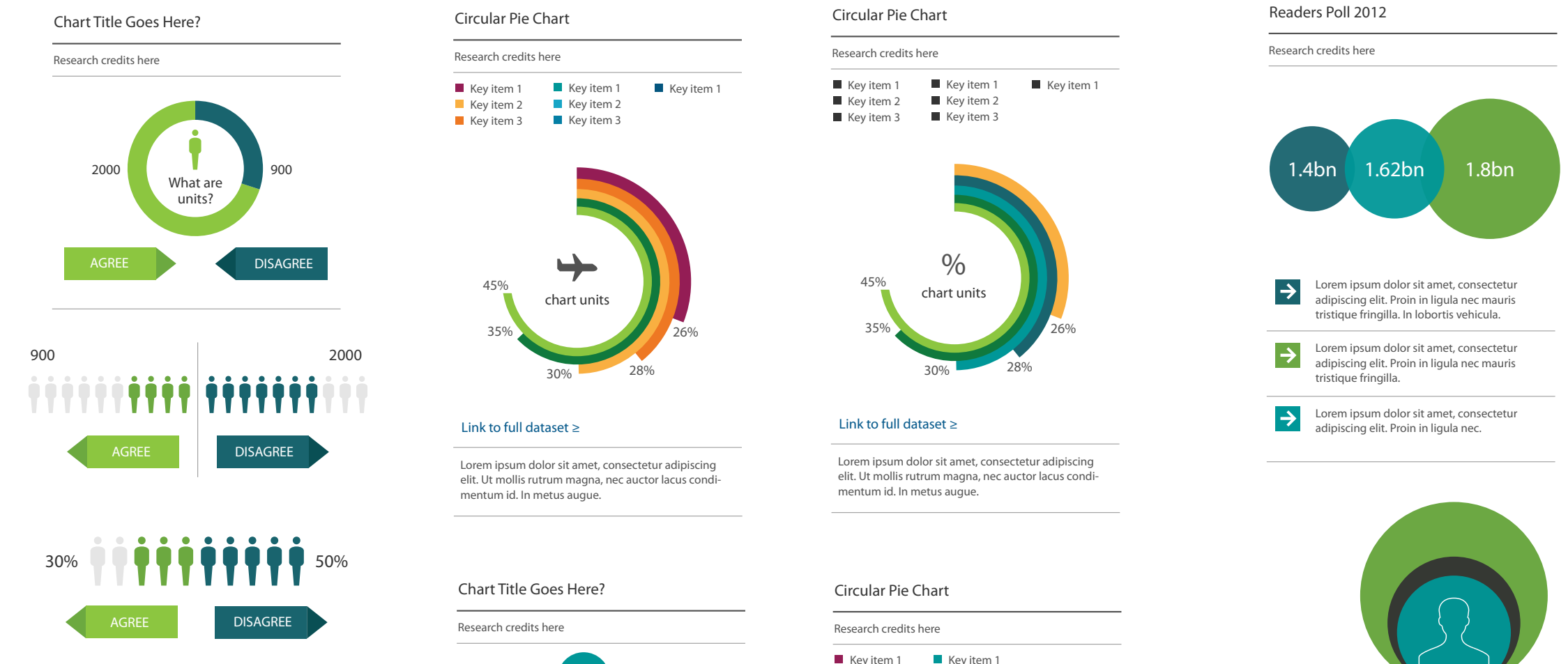
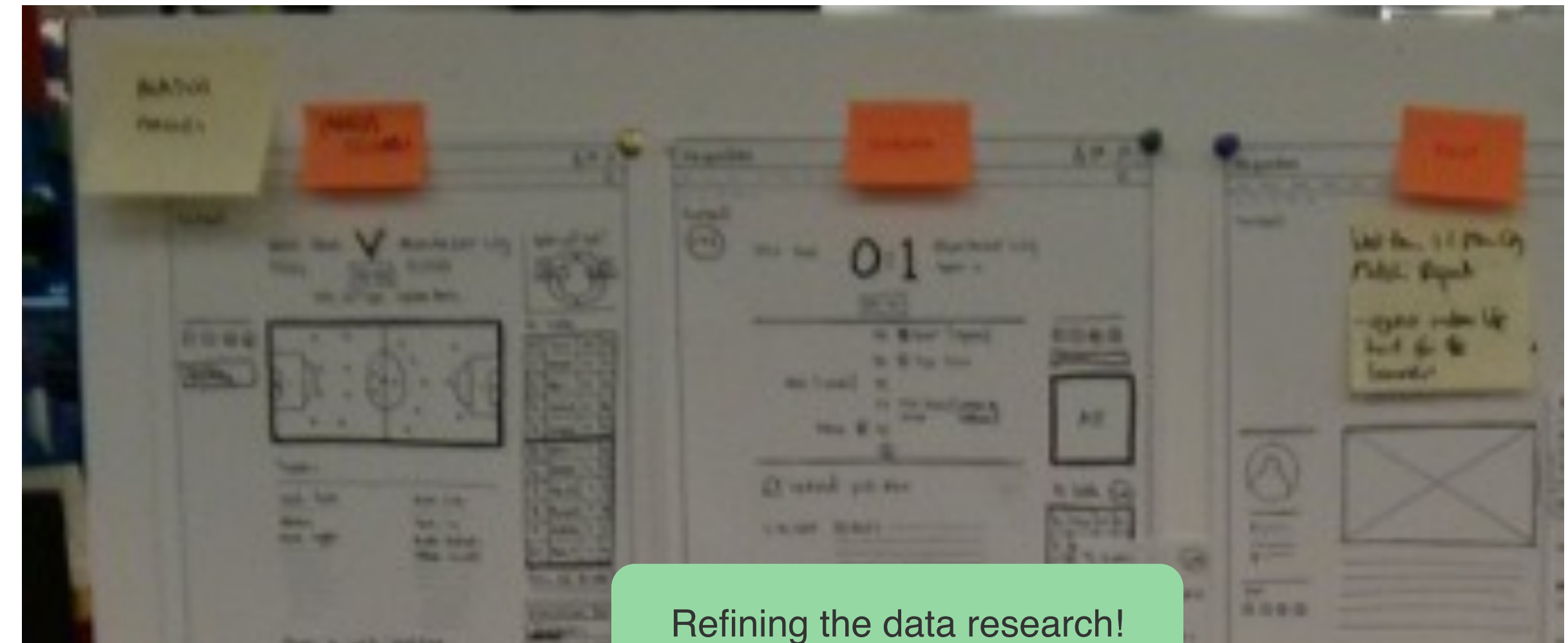
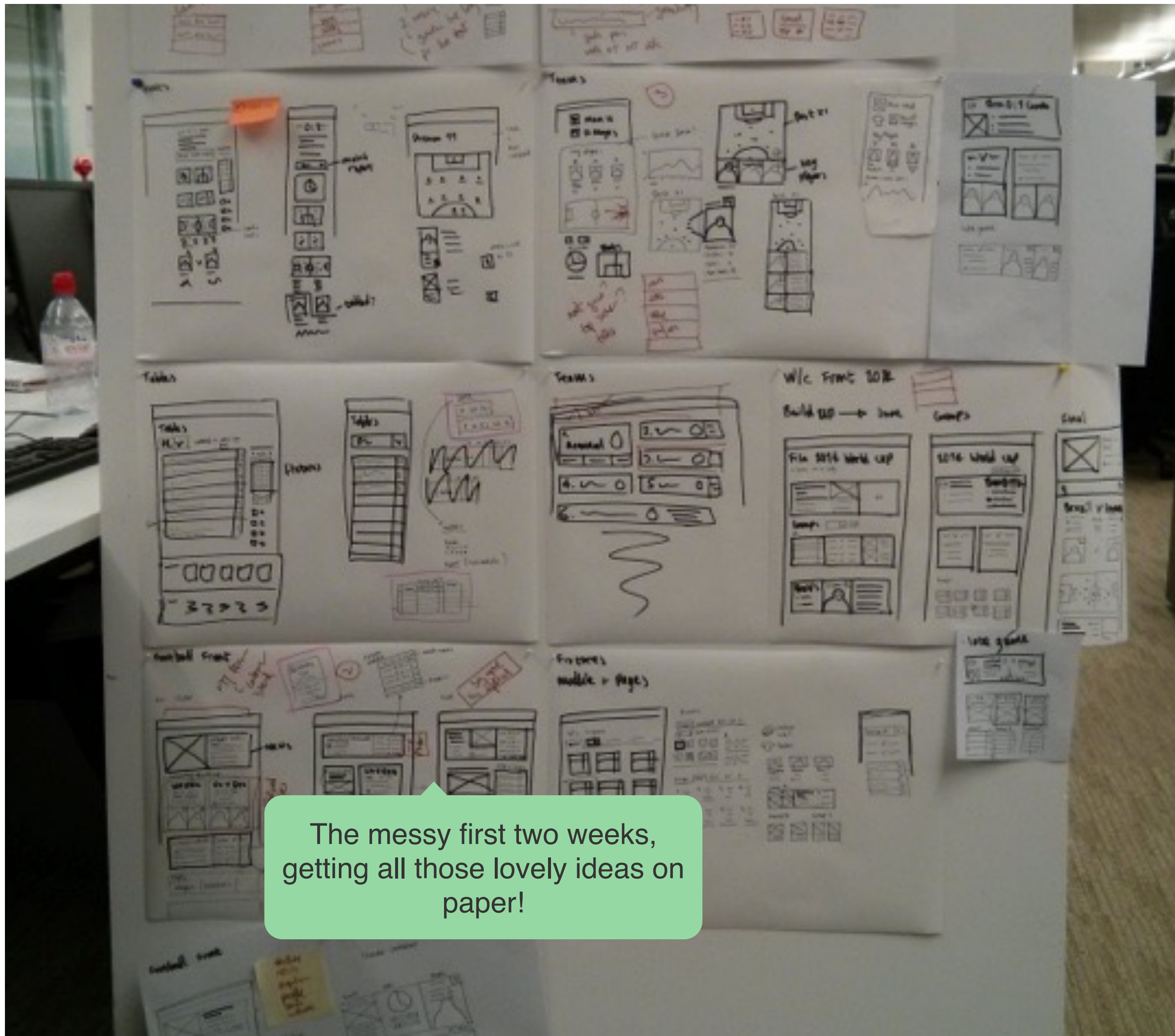
# DESK SKETCHING AND DESIGN ITERATION

Chris Clarke  
Product Designer

Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)

I then spent the next 2 weeks rapid sketching all the ideas we took from all our research, 1 week to put any idea on paper, and another week to refine and present back to feedback to our stakeholders.



# USER TESTING

Chris Clarke  
Product Designer

Design  
Presentation

[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)

I handled the setup of testing, (goals, writing the script) organised the recruitment through a 3rd party and shared facilitation of the sessions, with a UX researcher.

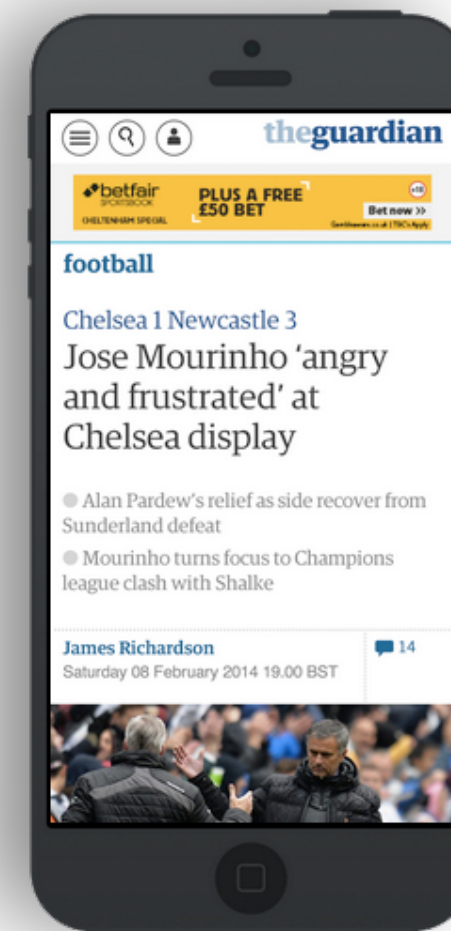
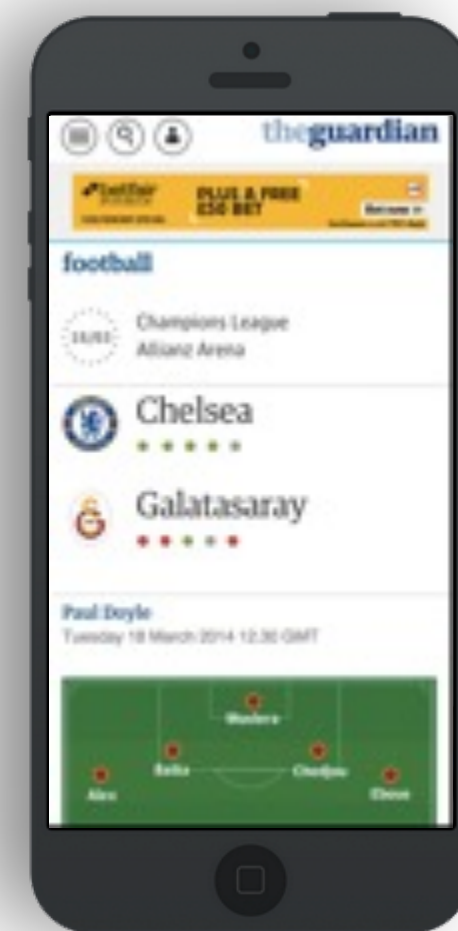
First round of tests were run on **Marvel app**, and created in a matter of days.

Match preview  
(Published on a Friday)

Match report  
(Published on a Sunday)



The lab! in here we ran 3 sessions over 2 months. On content pages looking at different days and the relationship users had with data.



Our match reports were our strongest asset. Could we elevate our other offerings with improved signposting?

| International friendlies |           |   |        |
|--------------------------|-----------|---|--------|
| Thu 4 September          |           |   |        |
| 15:00                    | Namibia   | v | Ghana  |
| 15:00                    | Uzbeki... | v | Jordan |
| 16:30                    | Iraq      | v | Peru   |

[View all fixtures](#)



Germany v Argentina - as it happened

19h

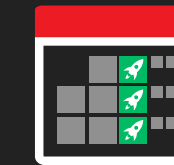
Would placing data (like a premier league table) next to articles go down well with users?

# Barcelona v Manchester City: Champions League - as it happened

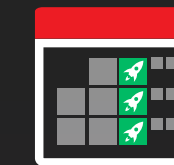
Fetching scores



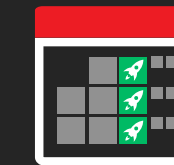
Barcelona 1 - 0 Man City  
Ivan Rakitic 31



Barcelona 1 - 0 Man City  
Ivan Rakitic 31  
Champions League Camp Nou  
FT  
agg. 3-1

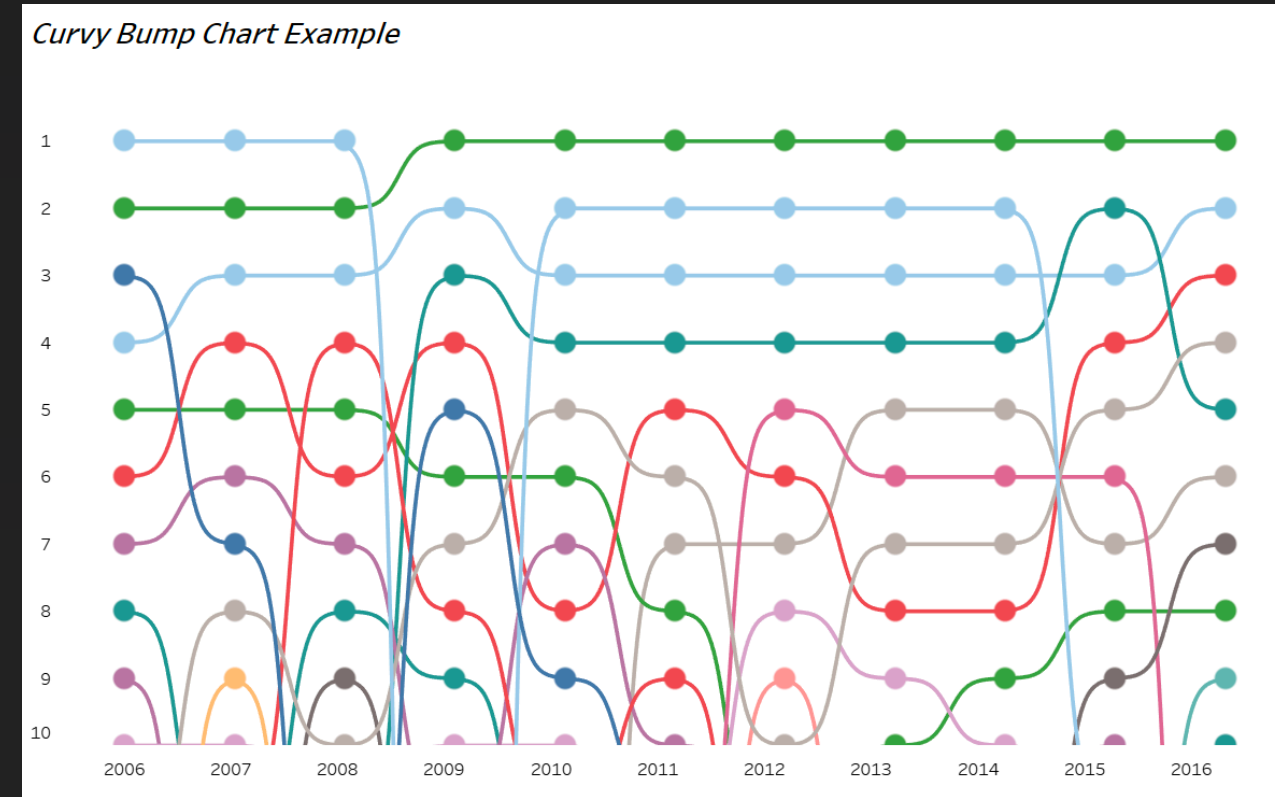


 Barcelona 1 - 0 Man City   
Ivan Rakitic 31  
Champions League Camp Nou  
FT  
agg. 3-1



We released our designs week by week. Monitored the data and released updates

# Barcelona



Win

Draw

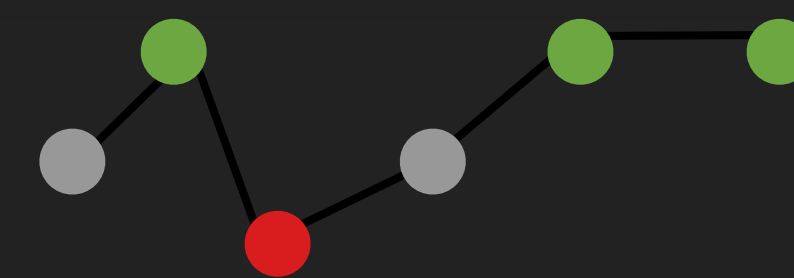
Loss



Win

Draw

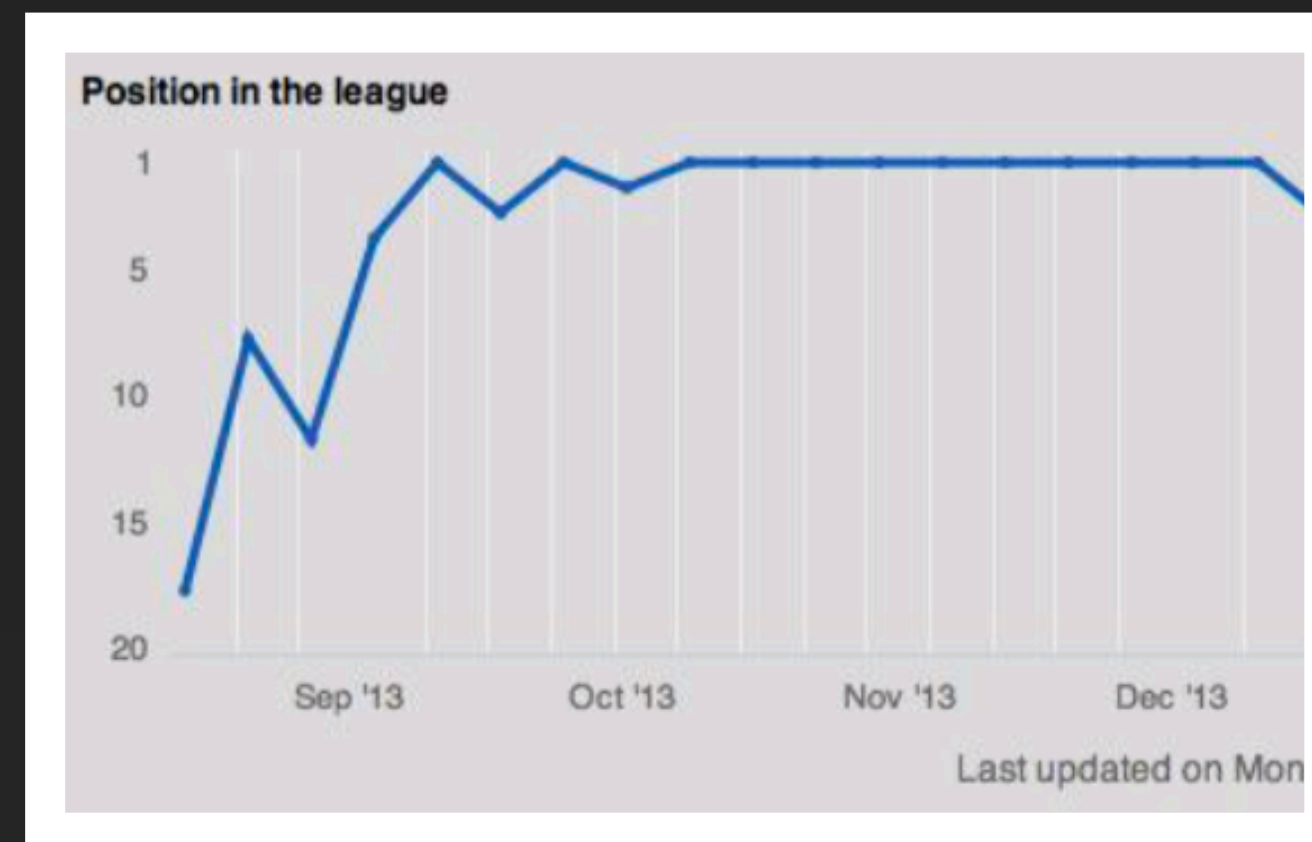
Loss



# Barcelona



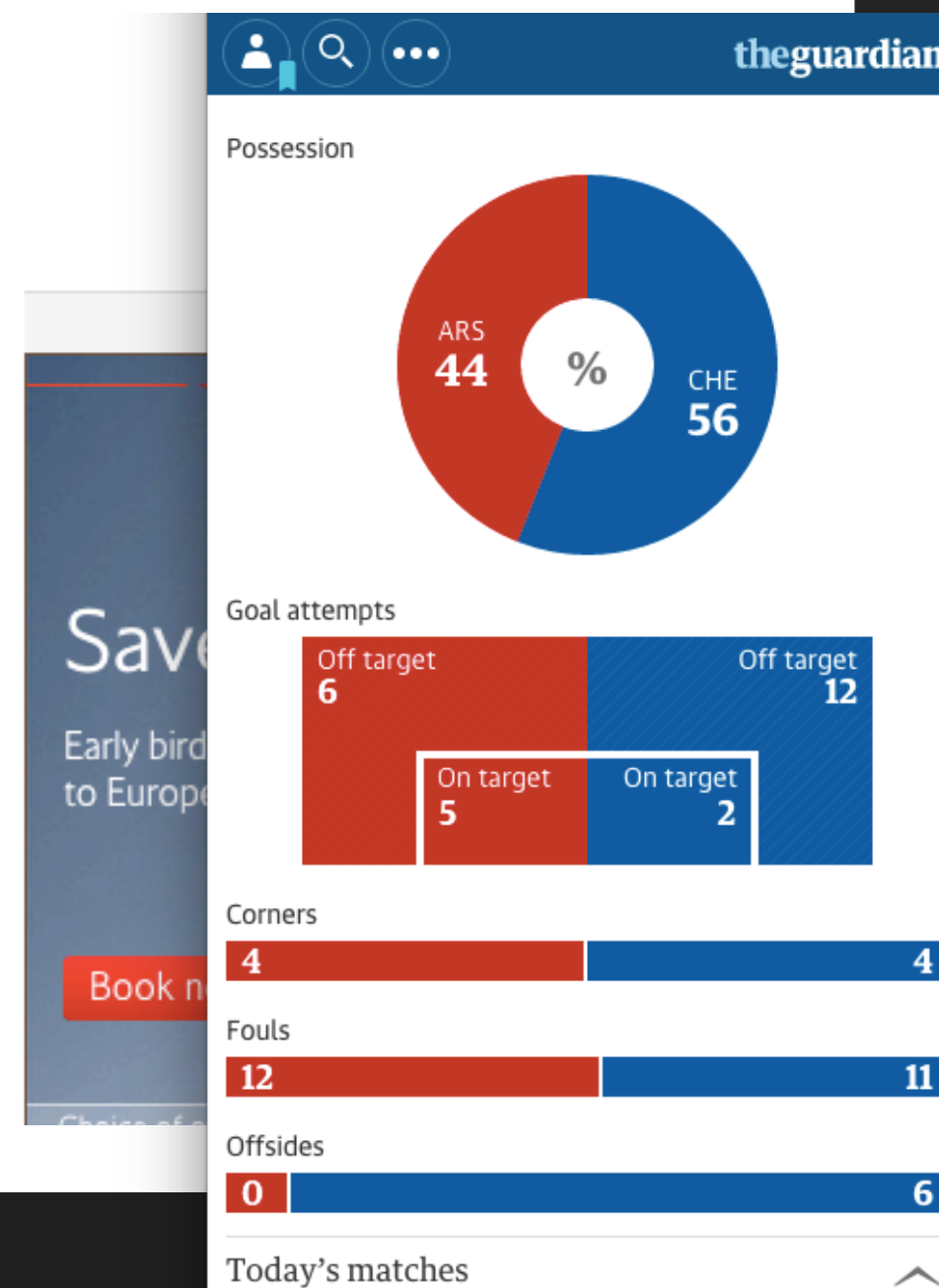
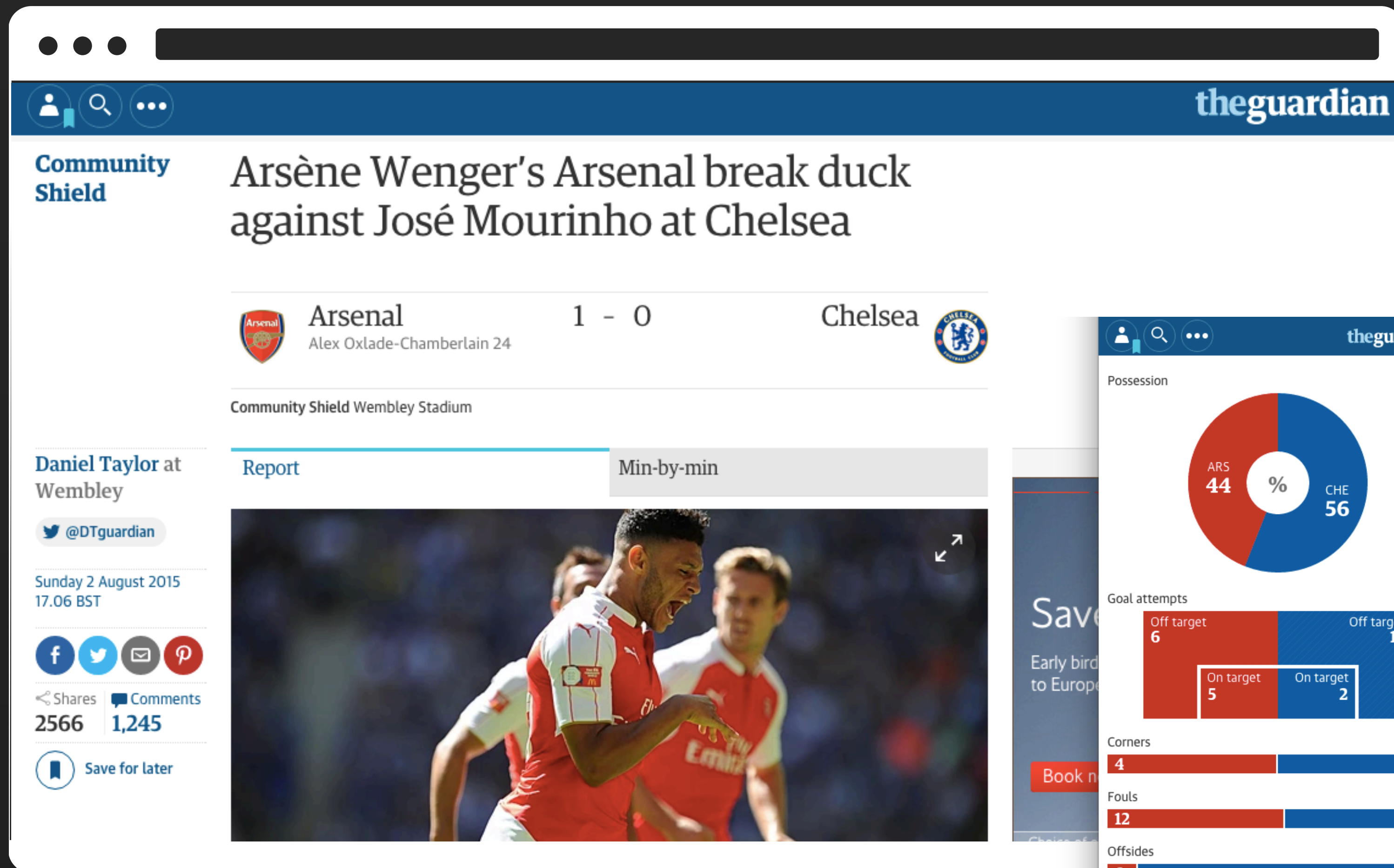
Example of Deuteranopia



# Barcelona



I was particularly proud of the accessible win-loss record design, supporting a clean look and accessibility needs too.



## My Work

I delivered a stats supported design - from mobile first - that was quick to get a grasp of a football game, and indulge in our great sports journalism.

## Key results

- Implement sports data alongside our articles, resulting in time on football pages reduced, more pages consumed went up
- Improve the visual presentation of football section
- User feedback indicated the Guardian was considered quicker in responding to live moments in football with data.
- Mobile variant complete with data delivered simultaneously.



Speaking at UX Scotland 2014 and UX on the beach 2015 about football and the work the squad achieved.

Thanks!



[chrisclarkeuxd@gmail.com](mailto:chrisclarkeuxd@gmail.com)

[chrisclarkedesign.co.uk/  
medium.com/@mr\\_mr](http://chrisclarkedesign.co.uk/medium.com/@mr_mr)

[www.linkedin.com/in/chrisclarkedesign](http://www.linkedin.com/in/chrisclarkedesign)

