

Portfolio

Clifton Evans

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2024

2022

2019

2018

2016

2014

2012

2008

2002

1996

Turning Ideas into Actions

Case Study

Intelligent Reporting

Summary

As AI R&D Lead with The Distrio I researched and designed an automated document intelligence and reporting system. The work used artificial intelligence to capture, analyse and structure data from documents and then generate branded reports from it. I defined the underlying workflow and led the native development of the report generation itself.

Problem

Organisations hold enormous value in their documents, but extracting reliable data and turning it into consistent reporting is slow, manual and error prone. Teams needed a way to analyse documents at scale and produce trustworthy, well presented reports without redoing the work every time.

Solution

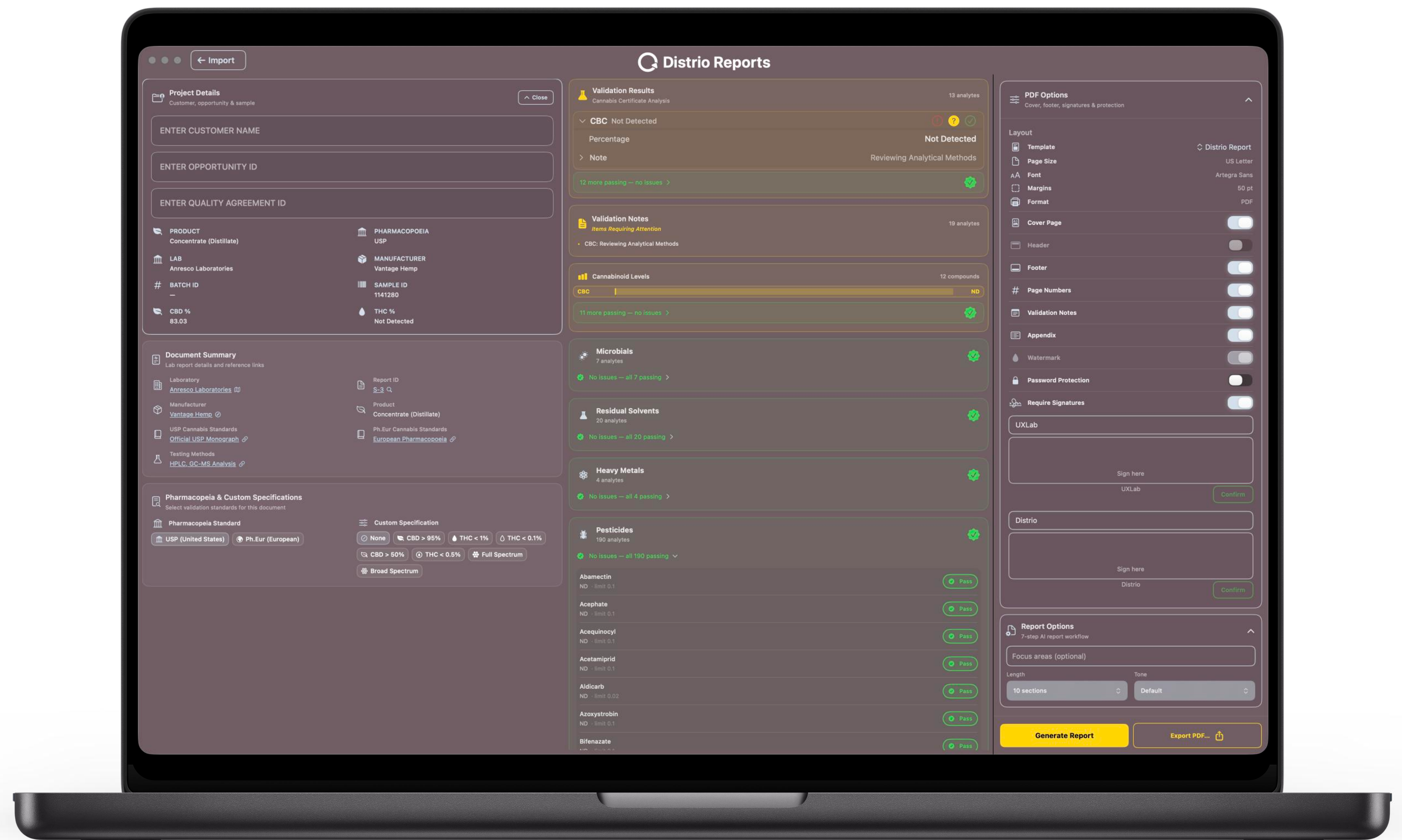
I researched and designed an AI powered system that captures, validates and structures document data through a repeatable workflow. On top of it I led native development of custom branded, templated PDF report generation, so analysed data flowed straight into polished reports ready to share.

Process

I began by studying how documents were read, interpreted and reported on today, and where accuracy tended to break down. From there I defined a repeatable workflow for capturing, validating and structuring the data, then designed and built the templated PDF generation, iterating on both the intelligence and the output.

Conclusion

The system turned a slow, manual reporting task into a dependable automated pipeline, using AI to analyse documents and produce branded reports on demand. It gave The Distrio a scalable foundation for document intelligence that teams could trust and reuse.



Case Study

Spatial Computing

Summary

Advising as a Spatial Computing Lead for Arc'teryx Equipment I defined the strategy and design for the brand's move into spatial computing on Apple Vision Pro. The work spanned several native Vision Pro applications, bespoke spatial tooling for internal immersive productions and extensive consulting on immersive experiences.

Problem

Spatial computing on Vision Pro was new territory with few established patterns, and it would have been easy to build something impressive but purposeless. Arc'teryx needed a clear strategy for where spatial experiences genuinely added value, for customers and production teams alike.

Solution

I led the strategy, scoping and feature definition for a native Apple Vision Pro application and carried out bespoke spatial R&D for internal production tooling where it could improve how the company works. I defined spatial and immersive cinema experiences and set the programme across a phased roadmap.

Process

I started with strategy and scoping to decide where spatial computing was worth pursuing. I defined features for in-store and public Vision Pro applications, prototyped spatial approaches for internal production tooling needs through hands on R&D, and shaped the future of Arc'teryx immersive cinema concepts.

Conclusion

The programme gave Arc'teryx a clear, credible direction for spatial computing: a roadmap for several defined Vision Pro applications, phased and practical internal production tooling, R&D PoC scoping and a vision for immersive cinema with Apple. It made spatial computing a deliberate part of the brand's future.



Case Study

Research Operations

Summary

NatWest Group brought me in as Research Operations Lead to strengthen how research was run across its commercial banking teams. This was about designing the systems, processes and materials that let research teams work efficiently, and I consulted across the banks to simplify how research gets done.

Problem

As research scaled across commercial banking, its operations had not kept pace. Teams faced inconsistent processes, duplicated effort and platforms that did not quite fit, which slowed research down and made findings harder to trust and reuse.

Solution

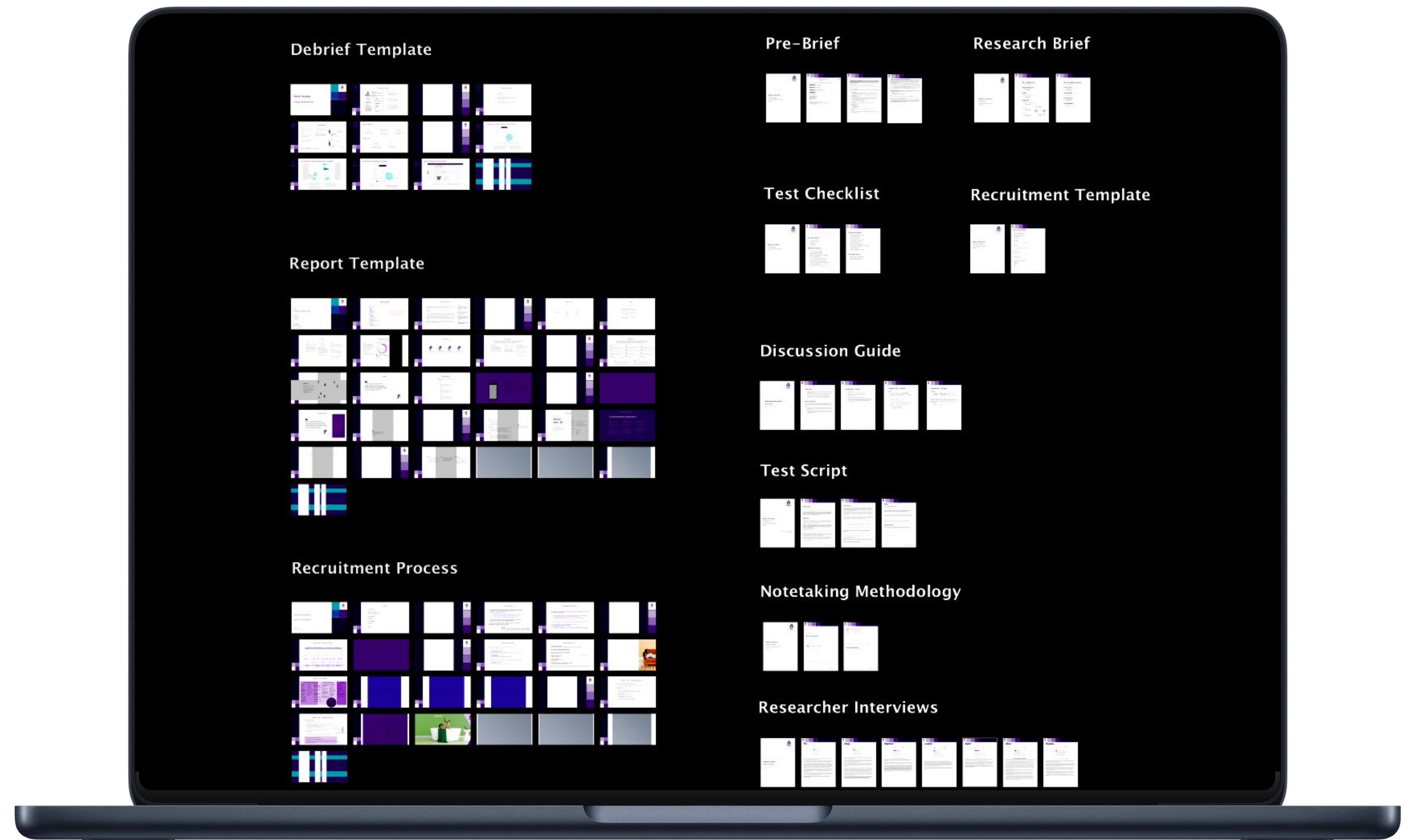
I provided research operations consulting across the commercial banking teams, developing materials and simplifying the processes researchers relied on daily. I researched the operations and the platforms behind them, identifying what to standardise, streamline or change so teams could work faster and more consistently.

Process

I began by studying how research was actually carried out across the banks, mapping the documentation, processes and tools involved. I identified friction and duplication, then developed clearer materials for research and testing and simplified processes, treating research operations itself as the design problem.

Conclusion

The work gave NatWest's research teams simpler, more consistent ways of working and a clearer view of the platforms suited to their needs. Treating operations as something to be deliberately designed helped the function run more reliably across commercial banking.



Case Study

Fashion Ecommerce

Summary

As Lead Product Designer at Zalando I worked on the core body measurement flow behind the platform's new sizing technology. It asked customers to let their phone camera measure their body, an experience that only works if people trust it. I researched and designed the flow and built a native iOS prototype to test cameras, onboarding and animations.

Problem

Camera based body measurement is powerful but personal, and customers are cautious about aiming a camera at themselves and trusting the result. If the flow felt awkward or unreliable, people would abandon it and the sizing would fail. The challenge was as much emotional as functional.

Solution

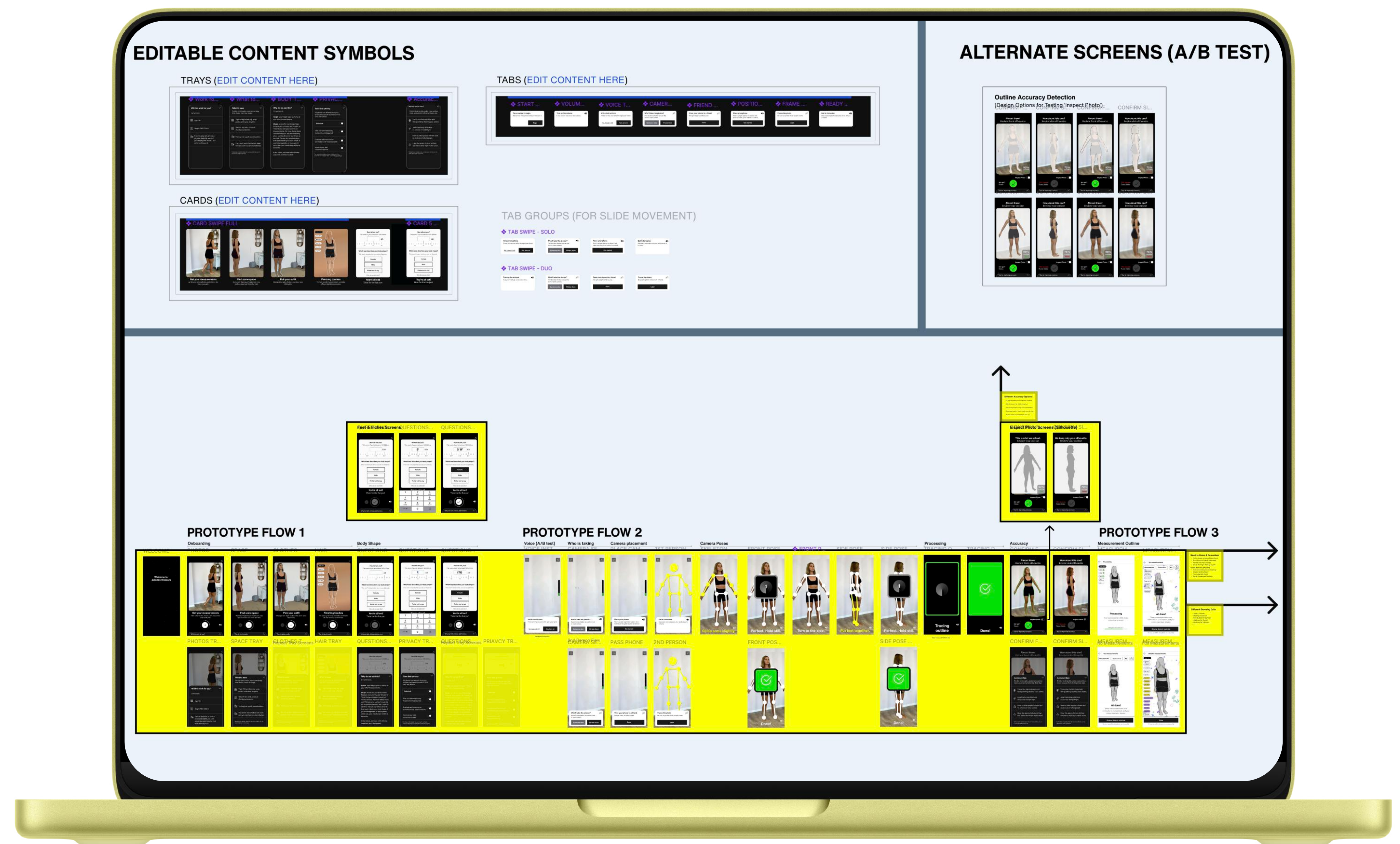
I designed the measurement flow with trust as the organising principle, using emotion driven design to make a sensitive interaction feel safe and clear. Careful onboarding set expectations and considered animations guided people through. I built a native iOS prototype so the camera flow and micro interactions could be tested with real users.

Process

I began with research into how people felt about camera measurement and where trust broke down. I turned those insights into a flow that used emotion driven design and clear onboarding to reduce anxiety at each step, then tested it in a native prototype close to the real experience.

Conclusion

The flow showed how emotion driven design could turn a technically demanding, privacy sensitive feature into something customers were comfortable using. By grounding the sizing technology in trust, the work gave Zalando a credible path to one of fashion's hardest problems.



Case Study

Summary

Territory Studio brought me in as Lead UX to shape an autonomous vehicle data platform, the complex tooling used to build and interrogate the maps these vehicles depend on. I led the requirements and scoping that defined how the platform would work and mapped the user journeys across a highly technical system.

Problem

Autonomous mapping combines dense data types, pointcloud, vector and raster, that must be composed, edited and validated together. The specialists doing this needed tools that made this manageable, but there was no previous best practices on how these features fit together.

Solution

I ran requirements and scoping workshops to establish what the platform needed to do and for whom, then consulted on the mapping features spanning pointcloud, vector and raster composition. I built the user journeys and a full system map, giving the team one coherent blueprint to design and build against.

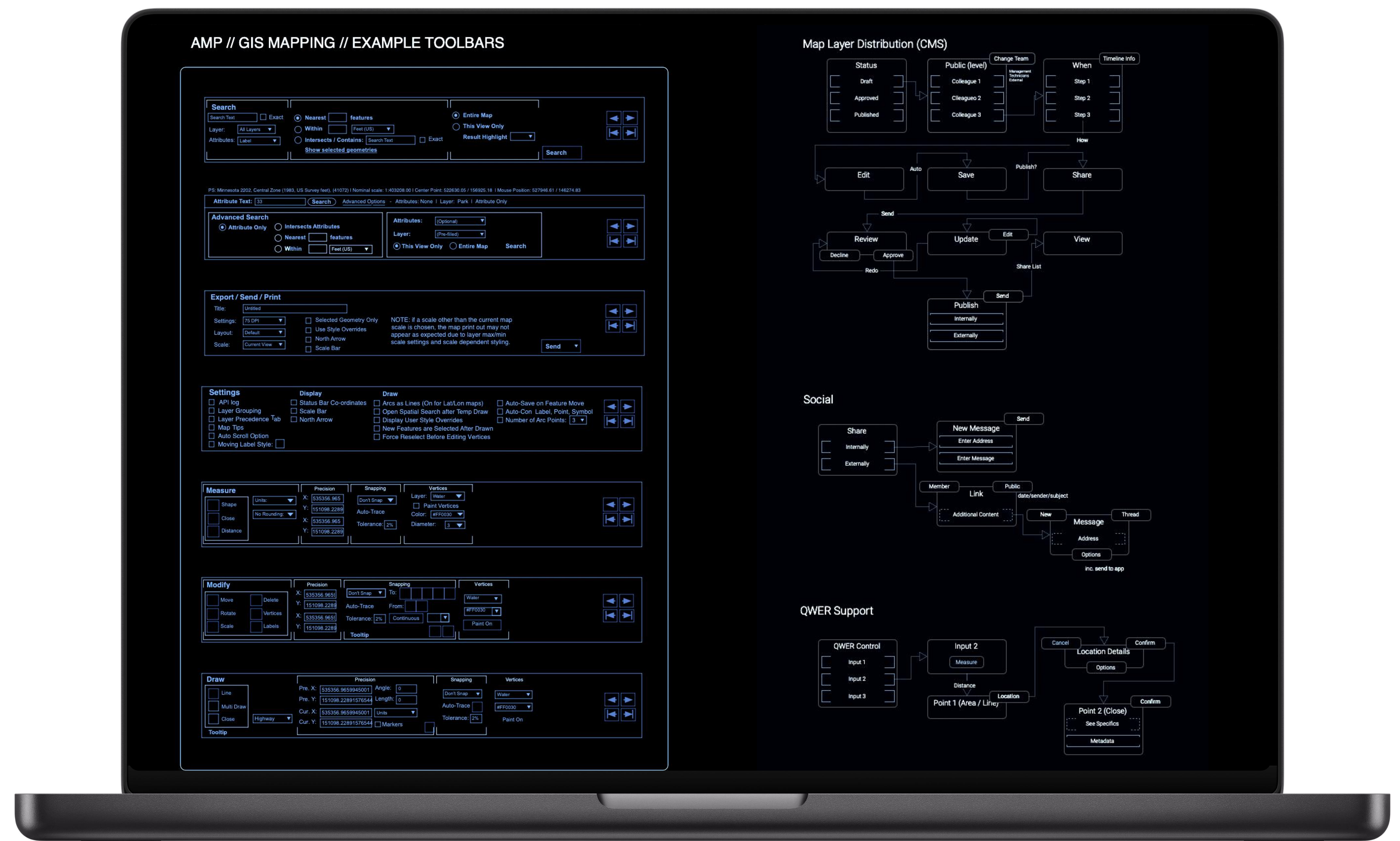
Process

I started by facilitating workshops to surface requirements from the specialists who would use the platform daily. I worked through each mapping feature in detail, then synthesised everything into journey maps and a system map that connected individual features into an understandable workflow.

Conclusion

The result was a clear, shared definition of a genuinely complex platform, from individual features up to the system as a whole. It gave the studio and its client a solid foundation to build the autonomous vehicle tooling with confidence.

Autonomous Vehicle Platform



Case Study

Summary

At Trinity's Learnovate Centre I led UX research into the technologies reshaping learning and health, including wearables, AR/VR, AI/ML and emotion recognition. I produced an extensive research report and innovation workshops that turned frontier technology into practical direction for clients in health tech and education.

Problem

These technologies were advancing fast, but the organisations set to benefit had little grounded sense of what was real, what was hype and what was ready to build on. They needed guidance based on evidence rather than vendor promises, framed around their own products.

Solution

I delivered a report mapping the state of wearables, AR/VR, AI/ML and emotion technology, assessing maturity, opportunity and risk for each. I ran innovation workshops connecting the findings to client roadmaps and produced guidelines for the Folens eBook and assessment platform.

Process

I began with deep research across academic and industry sources to establish what each technology could really do. I grouped the findings into themes clients could act on, validated them in workshops with health tech and education teams, and distilled clear recommendations.

Conclusion

The research became a reference point for the centre and its members, giving them a shared, evidence based view of emerging technology. The report on wearables and emotion recognition was published, and the guidelines fed directly into client products.

Learnovate Lab



Case Study

Summary

Clevergift brought me on board as Head of User Experience to optimise their Gift Recommendation Platform and to design an eGifting Platform, a completely new Fintech product. This process led to the greeting card startup receiving 2 Million in funding to pursue electronic gifting.

Problem

Gift giving is notoriously expensive, over 30% of gifts are returned or exchanged. This doesn't even add in all the gifts that are unused or under appreciated. There is currently no reliable way to send a gift through most electronic retailers.

Solution

I designed and prototyped a platform for giving gifts electronically via a link that could be included in a text message or an email. This platform was integrated into the eBay gift card shop, as well as prototyped for clients such as Brown Thomas, Foot Locker, Zalando and Shop Direct.

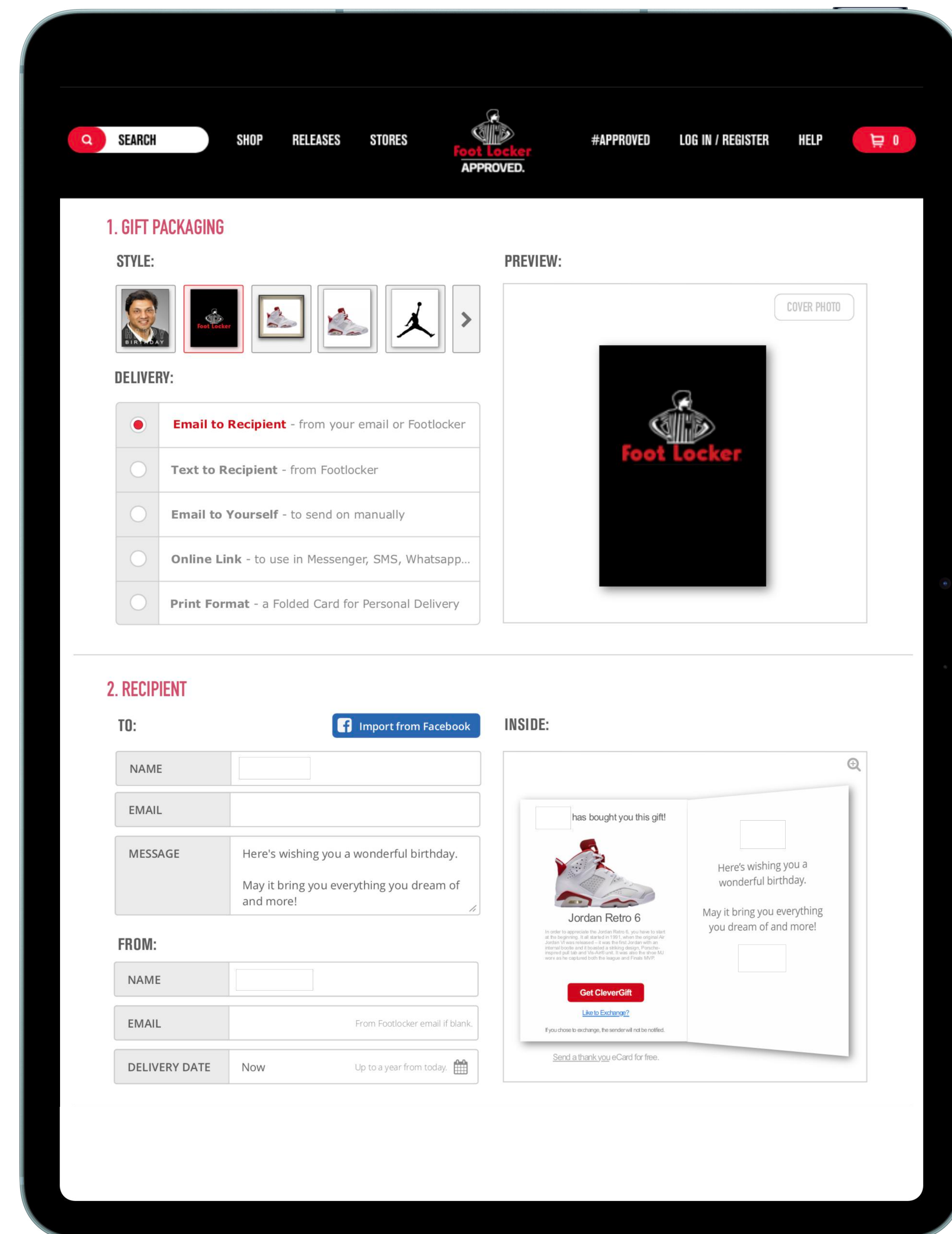
Process

Through meetings and workshops I defined the core feature sets and isolated the essential elements from the optional. It was then a matter of analysing the core feature flows for both gifter and receiver and iterating on an MVP prototype with clients.

Conclusion

Including a product within a customised electronic gift card is an excellent concept that many retailers want. The average gift card overspend is another 70%, so retailers want more ways to sell them. Customising them for individuals based on actual products is a game changer for the Transactional Fintech market.

Gift Delivery Platform



Case Study

Telco Ecommerce

Summary

While I was with Isobar as Head of User Experience, the company asked me to create processes and solutions for addressing the needs of eCommerce clients. Working with the National Telco I used research, structure and prototyping to boost conversion rates by over 370% on launch.

Problem

Online purchases can be daunting, especially in technical matters like Mobile Phones, Internet and Landline purchases for businesses. The previous site had far too many usability problems and was cumbersome to compare products.

Solution

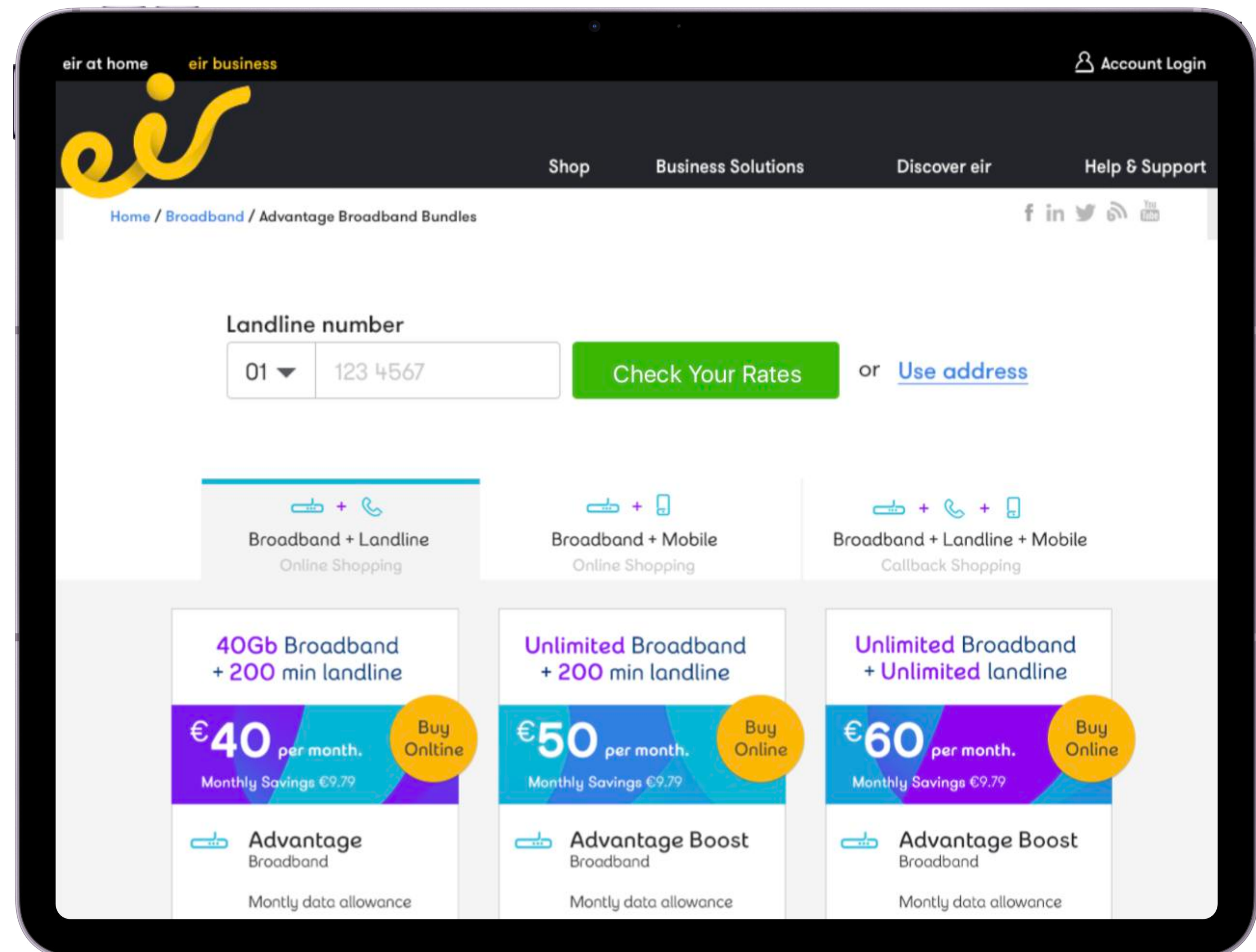
Based on extensive eCommerce research, I was able to make specific design recommendations based on market data and expert opinion in the field. I brought in an optimised flow, comparison features and many improved micro interactions to lead to a very successful design.

Process

Our process at Isobar started with discovery workshops to find design approaches that would suit each client need. For this project, the client wanted extensive research into optimisation, usability and conversion, followed by prototyping and visual design and testing.

Conclusion

The client loved the massive conversion rate improvement of 370% on the new site, and as such, their business customers must have loved it as well. They were delighted with the new aesthetic, and the design went on to influence the consumer site as well.



Case Study

Vehicle Touchscreen

Summary

This innovative startup wanted my consultation in creating an in-car dashboard application for controlling emergency vehicles, their cameras and communications. This vehicle dashboard control system was designed to be used in Security, Police, Ambulance and Fire Vehicles for everything from filing medical reports to licence plate identification.

Problem

The market for in-car computers in emergency vehicles is saturated with older technology, often occupying substantial space in the vehicle and requiring full attention to operate. Many modern in-car solutions are focused on consumer applications that are not dedicated to all day working tasks.

Solution

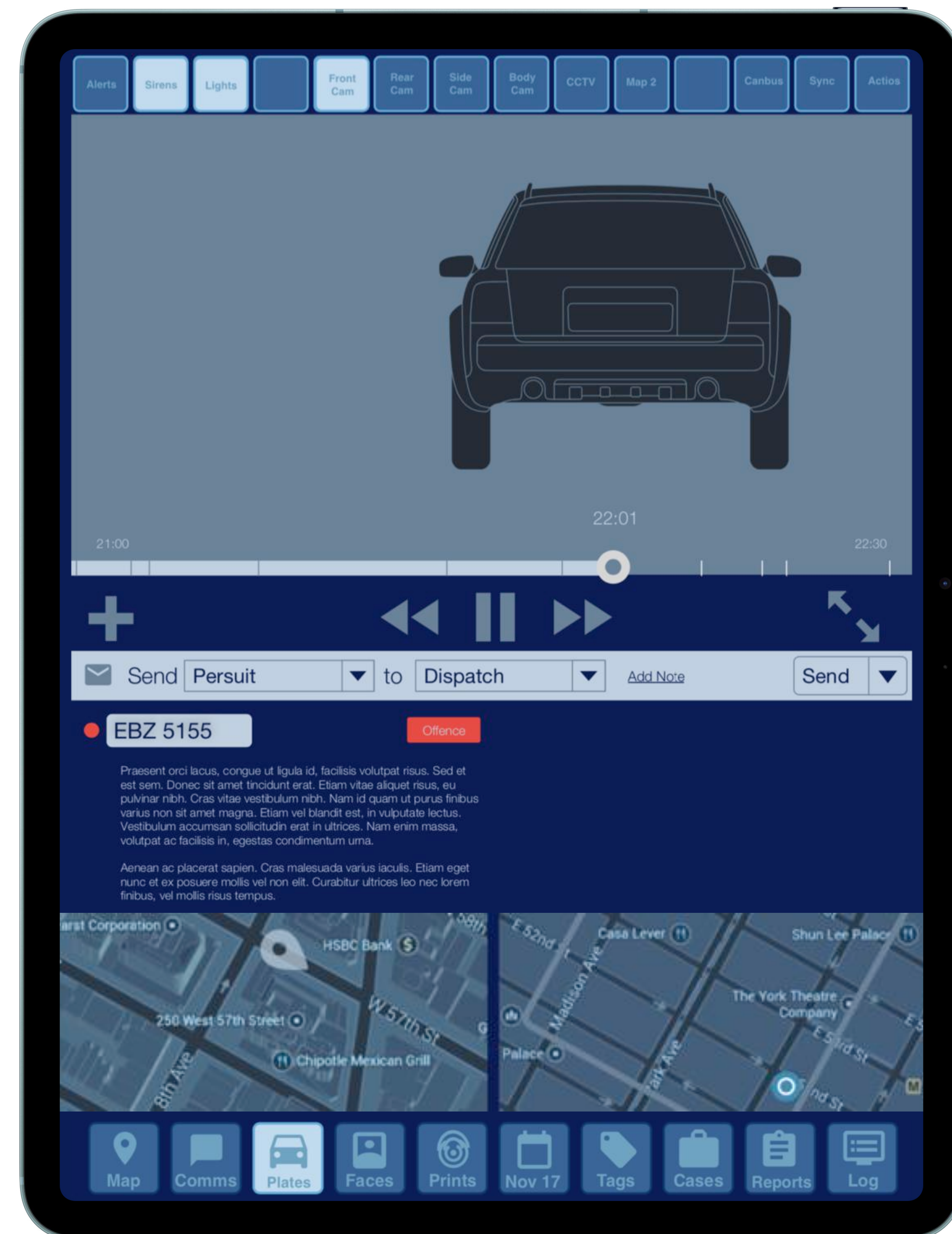
I designed a framework containing prototype screens and interactions that could be used in a variety of emergency vehicle applications. Key to this framework, were large elements with a consistent placement that would allow for muscle memory to develop with intuition to provide more attention to the surrounding environment.

Process

The project began with a workshop to determine requirements and scope. The workshop was followed by extensive research into in-car systems for emergency and other vehicles. The operating system framework was developed for consistency and immediacy, followed by a best practice & heuristic recommendations report.

Conclusion

ISA was very pleased with the design framework and prototype of this in-car system, saying it would put them at a strategic advantage in the European market.



Case Study

Childbirth Health App

Summary

This new startup wanted UX consultation on an app that would help new parents with the health of their new family. The app includes plans for meals and diet, exercise and mindfulness, as well as connecting them to the network of clinics and doctors in India. This app is initially targeting the South Asian market and then the Americas.

Problem

Having a first child is stressful, especially in rural areas in South Asia, where there are limited medical resources or clinics for advice. Parenthood partnered with the Indian health service to help people in avoiding health problems, developing wellness, and preventing infant mortality.

Solution

The client was provided with best of class market research and a set of prototype screens based on a complex information architecture. This app has a lot of functionality, and as such, it was necessary to research and design for diet and exercise, mindfulness and cooking, as well as mapping and health profile data tracking and sharing.

Process

Initially, the client was provided with an extensive amount of best practice app research concerning their proposed functionality. Then I began an evaluation of the product needs through information architecture, detailed prototyping and concept refinement. This process concluded with a set of screen recommendations for their onboard UI team.

Conclusion

This app presents a very rich set of functionality, all tailored to a specific challenge of increasing health awareness surrounding childbirth. All of the various functional areas were tailored into only the minimum features, providing a simple, streamlined and elegant solution for the needs of many new parents.



Case Study

Airline Ecommerce

Summary

Aerlingus brought me on board to evaluate and improve the entire eCommerce site which had not had an overhaul in over ten years. This national airline intended to meet or surpass the user experience of the newer low cost airlines in order to maintain market share and increase the value of the customer experience.

Problem

The previous site was designed and developed in stages over the course of 10-14 years and was quite difficult to use compared to the low cost competition sites. The company had a directive for a complete overhaul, to modernise the site and increase revenue.

Solution

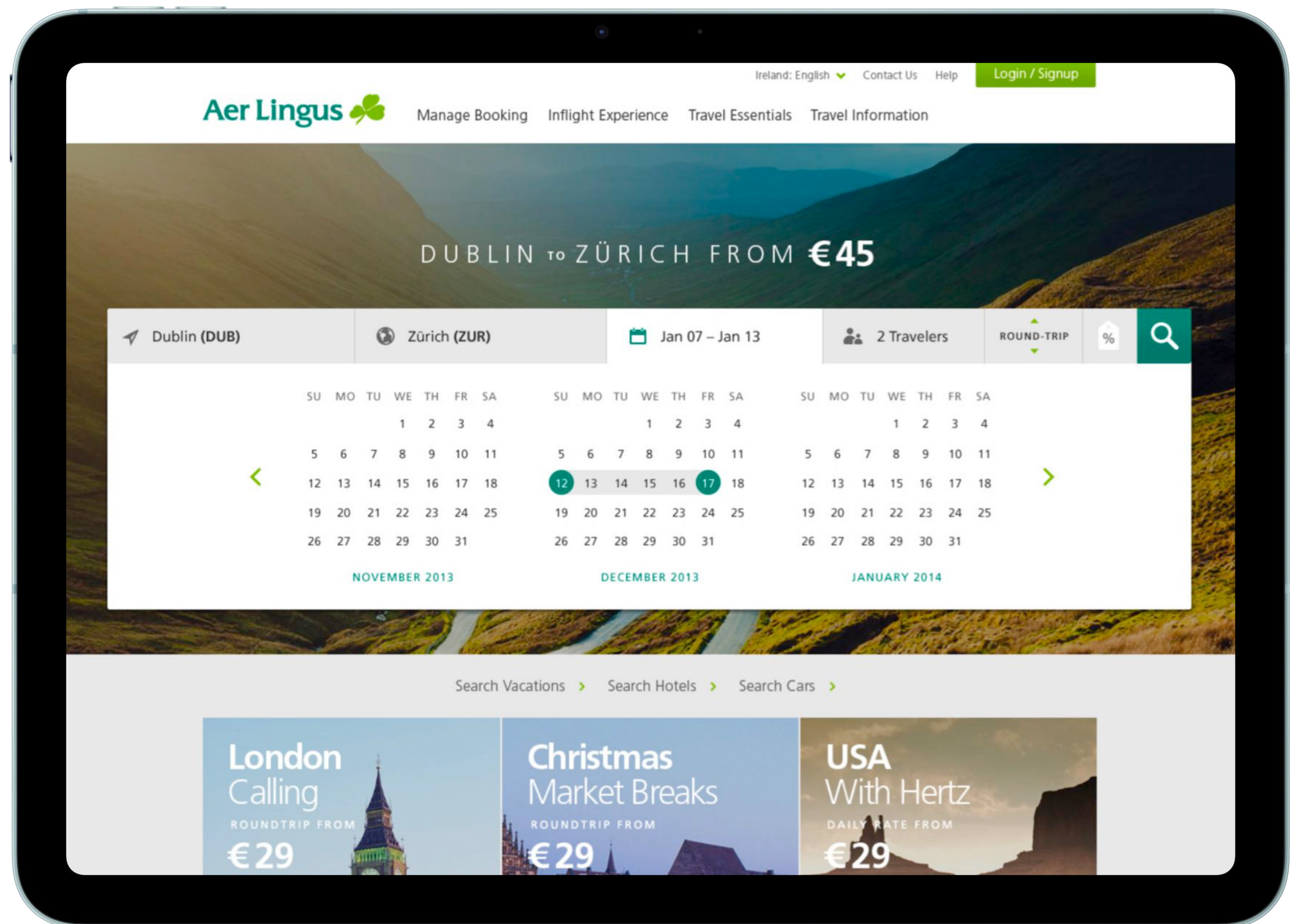
A small team of 2-4 people worked with internal stakeholders to redesign the entire platform over a year. Rokkan in New York assisted us with visual design directions while we concerned ourselves with the details of every element of the user experience. I was responsible for everything from Booking to Seat Selection.

Process

I approached the redesign in phases, first looking at the ancillaries and content structure through research, design and information architecture. The team tested many design options to maximise conversion rates and meet technical objectives. Every component was looked at in isolation, then I switched to a holistic view of evaluating the entire system.

Conclusion

The redesign was a massive success, with revenues jumping year on year from 1bn to 2.2bn since the launch. This increase is partially due to new routes and changing markets, but a large portion of the increase is due to our creation of such a successful product, a system that generates 90% of the airline's revenue.



Case Study

Spacecraft Planning

Summary

Research & Design for the Collaborative Design System Software for ESA. Daysha Consulting had me consult during their planning and implementation of the OCDT Software. This is used among the many international teams across Europe to estimate and calculate the various design needs of a planning a fully operational spacecraft.

Problem

The existing OCDT software was not being used as it had specific javascript requirements and was not very usable. The scientists at the space agency often have 50,000 line calculation spreadsheets that need to be merged daily with constantly changing data from other scientists calculations.

Solution

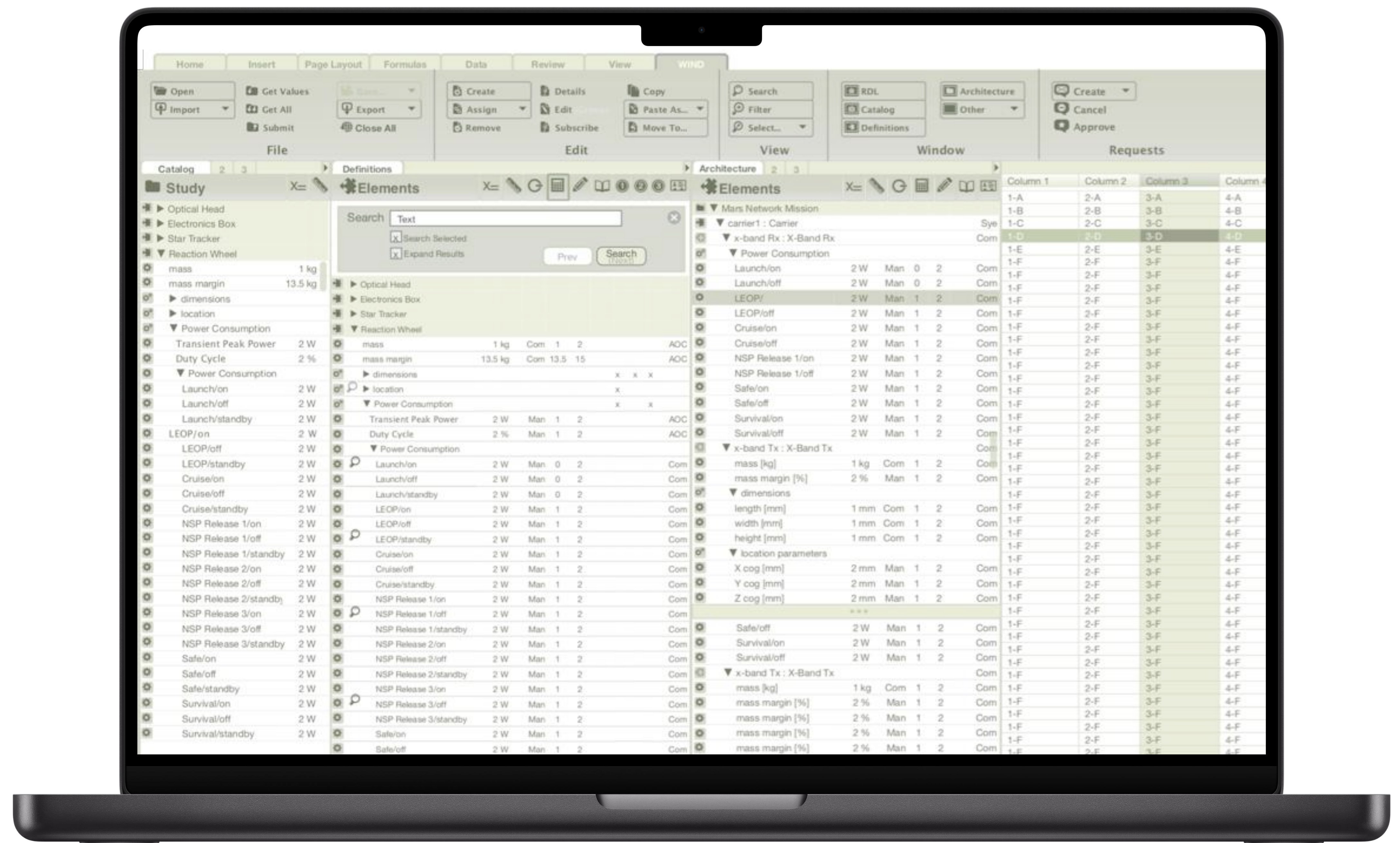
We remade the platform entirely, using a new framework linking the software directly to the excel spreadsheets. The new software streamlined many of the functions and made the process of updating data amongst many remote teams feasible. The software became open source so that add-ons and components could be developed across Europe.

Process

After the sprints for planning the central Data Model and UI Framework, I began sprints for research into the working methods of space scientists. This led to structuring the actions, functions and content areas within the system. Following this, I designed the system itself based on the Concurrent Design Facility needs for Planning Spacecraft.

Conclusion

What was provided was detail driven design services for this remote collaboration calculation software. This is now an ongoing open source framework that is enabling the many European Space Agency Centres to design and plan effectively.



Case Study

Network Research

Summary

Ericsson brought me into their research lab to look at data visualisation & gamification of network management applications. This research was delivered to the Ericsson network management executive team. It provided a library of data visualization and gamification approaches defined in terms of best practice and usage.

Problem

Existing network management applications are very often tabular or map based, providing very little insight into patterns. Ericsson needed new ways to understand their networks, as not understanding traffic and error patterns can be very expensive and time consuming.

Solution

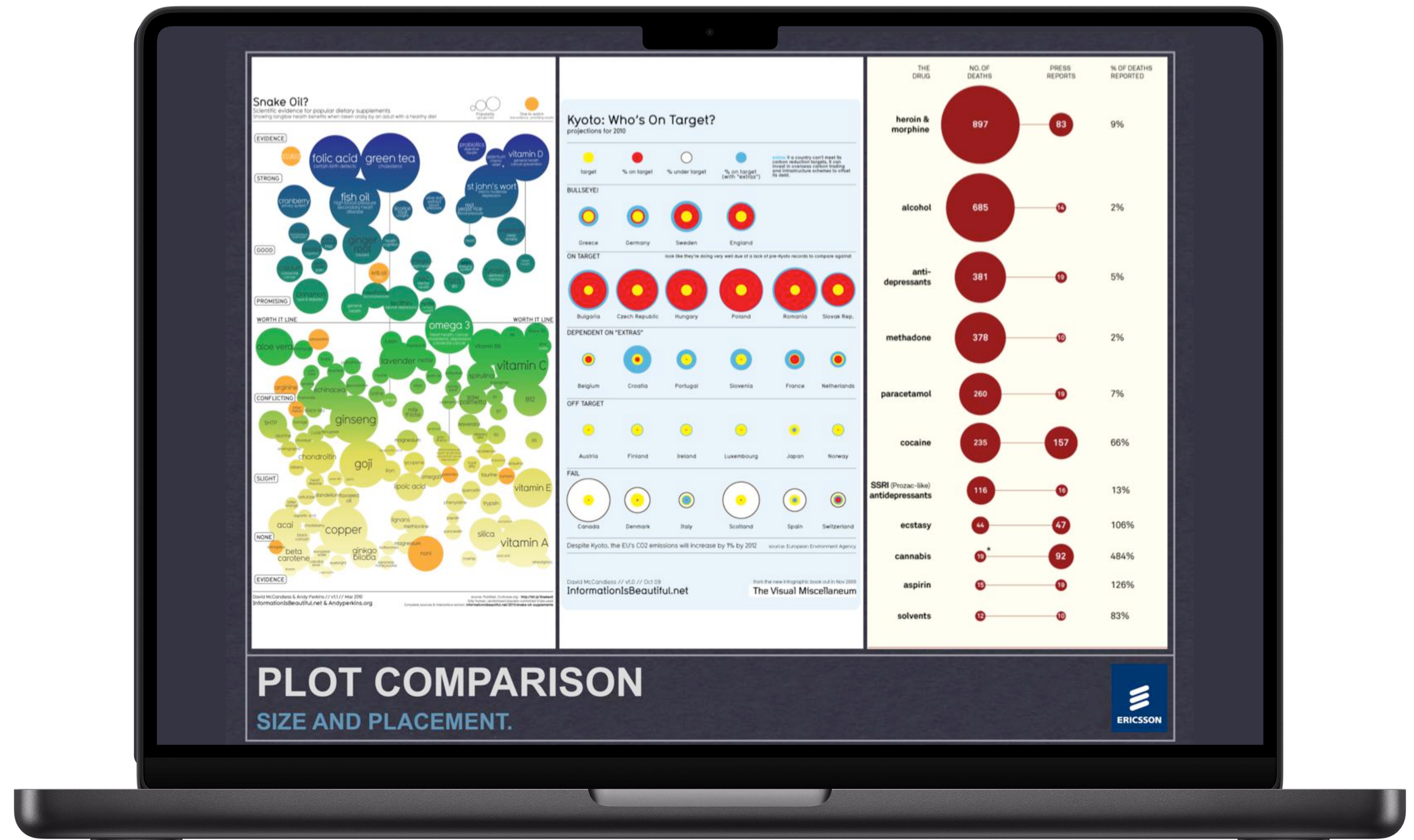
This research provided many alternatives to existing approaches, exploring the many options in terms of text display, graphical representations, data charting, 3d environments and others. I also provided a secondary library of game design approaches that help with gamification in a large system with many operators.

Process

This was a research role primarily researching information visualisation and interactivity. As well, there were a few UI designs needed for new touchscreen network management applications. The research concluded with these recommendations showcasing best practice patterns for gamification and data visualisation elements.

Conclusion

These presentations are still referenced today as a resource within Ericsson in order to better understand data visualisation. The entire lab team was grateful and pleased to be working on novel approaches for future applications.



Case Study

Map Platform Research & Design

Summary

Working with Fjord and Nokia, I designed map interaction standards across all their devices and platforms. Nokia needed gesture research to develop their design knowledge in touchscreens and movement gestures. This set of research presentations was aimed at creating a standard for device and map based interactions.

Problem

Nokia had many devices and platforms running the software from the map layer team, but there was a lack of consistency. This was in the early days of smart phones, so some touch screen map interaction standards had to be developed for all teams.

Solution

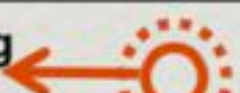
After significant research into commercial, academic and industrial gesture interaction, I provided a set of recommendations for the design community at Nokia in Berlin. This research was based on standards emerging in the smartphone market as well as integrating new features into our software based on these approaches.

Process

Initially, I researched and provided recommendations for touchscreen gesture interactions. These recommendations led to consulting on the development of a new Nokia wide UX Pattern Library. As well, I spent considerable time prototyping location management, map loading, positioning and selection in Nokia Maps.

Conclusion

The research into gesture based interaction was quite insightful and a pleasure to present on. The teams I worked with were glad that someone was tackling the challenge and providing insights into an area of knowledge that was a high priority in the early days of touchscreens.

Direct UI – Touch Gestures Update for Map Player		
	Maemo OS	Map
Tap	 Opens items, selects buttons, etc.; Reveals hidden controls; Stops scrolling	Performs primary action on tapped object – <i>Open</i> on POI, <i>Select</i> on buttons, Stops scrolling
Double Tap		Zoom in towards the point double tapped. Important to not pan, just zoom (see Google)
Long Press	 Launch Context Menu; Extended Tap (e.g. key repeat); Autozoom (in text edit)	Selects items, if there is no context menu (tbd)
Drag	 Kinetic panning (of pannable area); Drag & Drop; Drag to select text area	Pans map. Secondly, can be set to drag and drop objects, after Long Press
Flick	 Kinetic panning (of pannable area); Drag & Drop; Drag to select text area	Pans map further in the direction of the flick, with inertia The distance of movement depends on the speed of the flick. Slow the movement down gradually
Pinch	 Zoom in/out; Resizing	Zoom out Decrease level of details in information
Spread	 Zoom in/out; Resizing	Zoom in Increase level of details in information
2 Finger Rotate	 Rotate content (not whole UI): e.g., images, maps;	Rotate (twist left & right) Difficult for 3d / drive mode
MAP SPECIFIC		
Long Press Drag		
2 Finger Vertical Swipe	 Drag & drop an object	Zoom In and Out (swipe up & down)
2 Finger Horizontal Swipe	 Drag & drop an object	Rotate (swipe left & right) Swipe gesture needed for 3d / drive mode

Case Study

Store Management Platform

Summary

Starbucks needed design consultation for their store management system in North America and Europe. This system is in all stores and connects them to other stores and headquarters, allowing for staff management, product ordering, contract and invoice management, scheduling and access to repositories.

Problem

Before this, Starbucks had a very basic inter-store system, so they primarily relied on email and telephone. The company wanted to change this with a customised sharepoint platform that would allow for management of both in store and company wide needs.

Solution

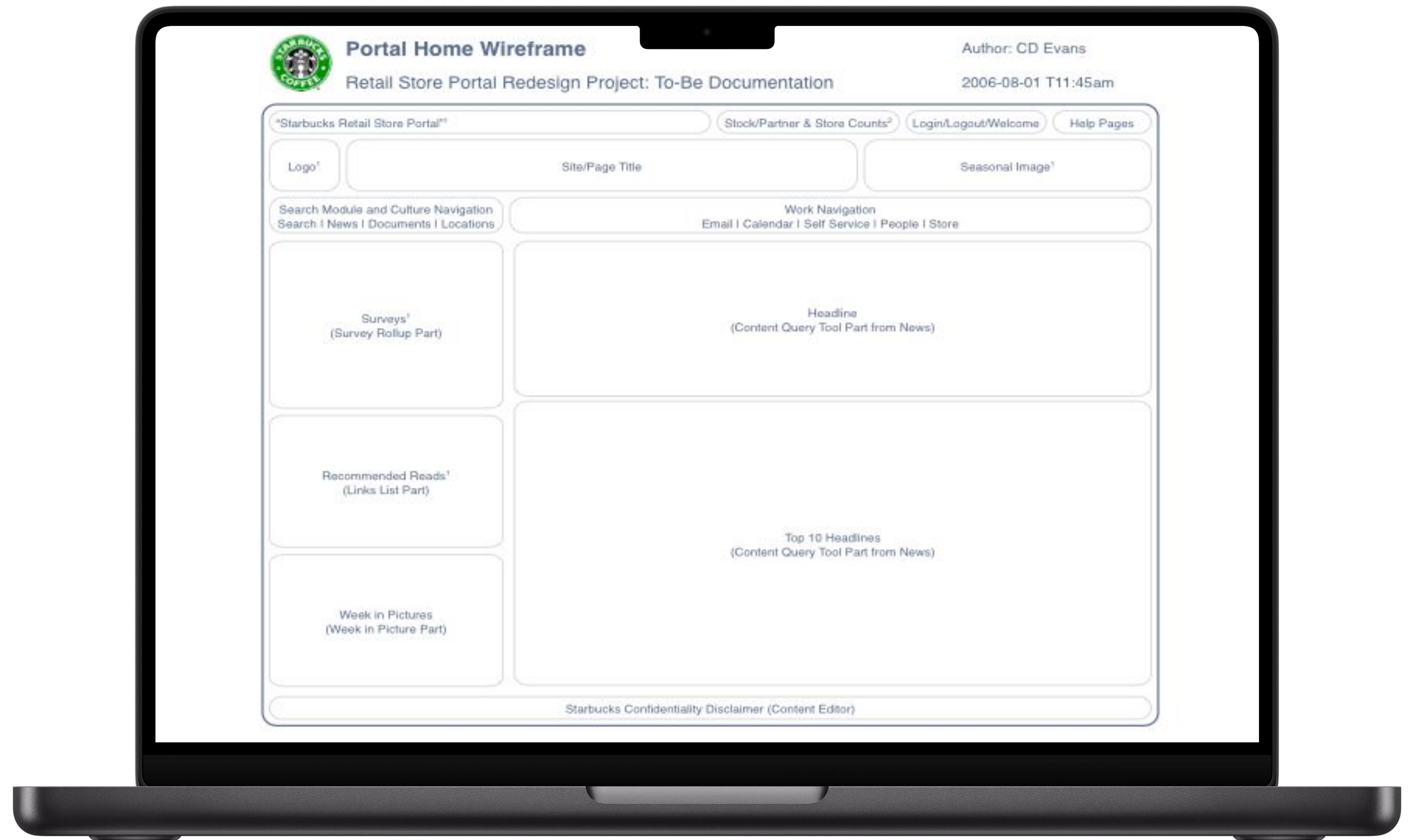
Working with Cypress Consulting, I was able to provide both research findings and design recommendations in a report and presentation for the internal implementation team. This solution provided the stores with not only very functional operating solutions, but access to the wider Starbucks community and culture.

Process

The process started in analysing the usability of the store management portal prototype that Starbucks technical staff provided. I then provided architectural needs solutions for redesigning this in-store system. Afterwards, I remained on the project, consulting with the implementation team on their redesign process.

Conclusion

The initial set of designs that Starbucks had presented needed a lot of content organisation, but they provided an excellent starting place for determining an appropriate information architecture. The internal stakeholders and technical team were all pleased with the final recommendations and went ahead into implementation.



Case Study

Global Intranet

Summary

Vodafone needed design and development consulting for the Vodafone Global Communications and Document Platform. With Sapient, I worked to develop a prototype for the new Global Vodafone Intranet. The resulting design was awarded a top ranking that year by the Nielsen Norman Group.

Problem

The global intranet for Vodafone was not being used; it was full of functionality that was not a priority for the employees, and over time, it had become a mess of unwanted features. Vodafone wanted a brand new intranet that would connect its newly integrated network of regional offices.

Solution

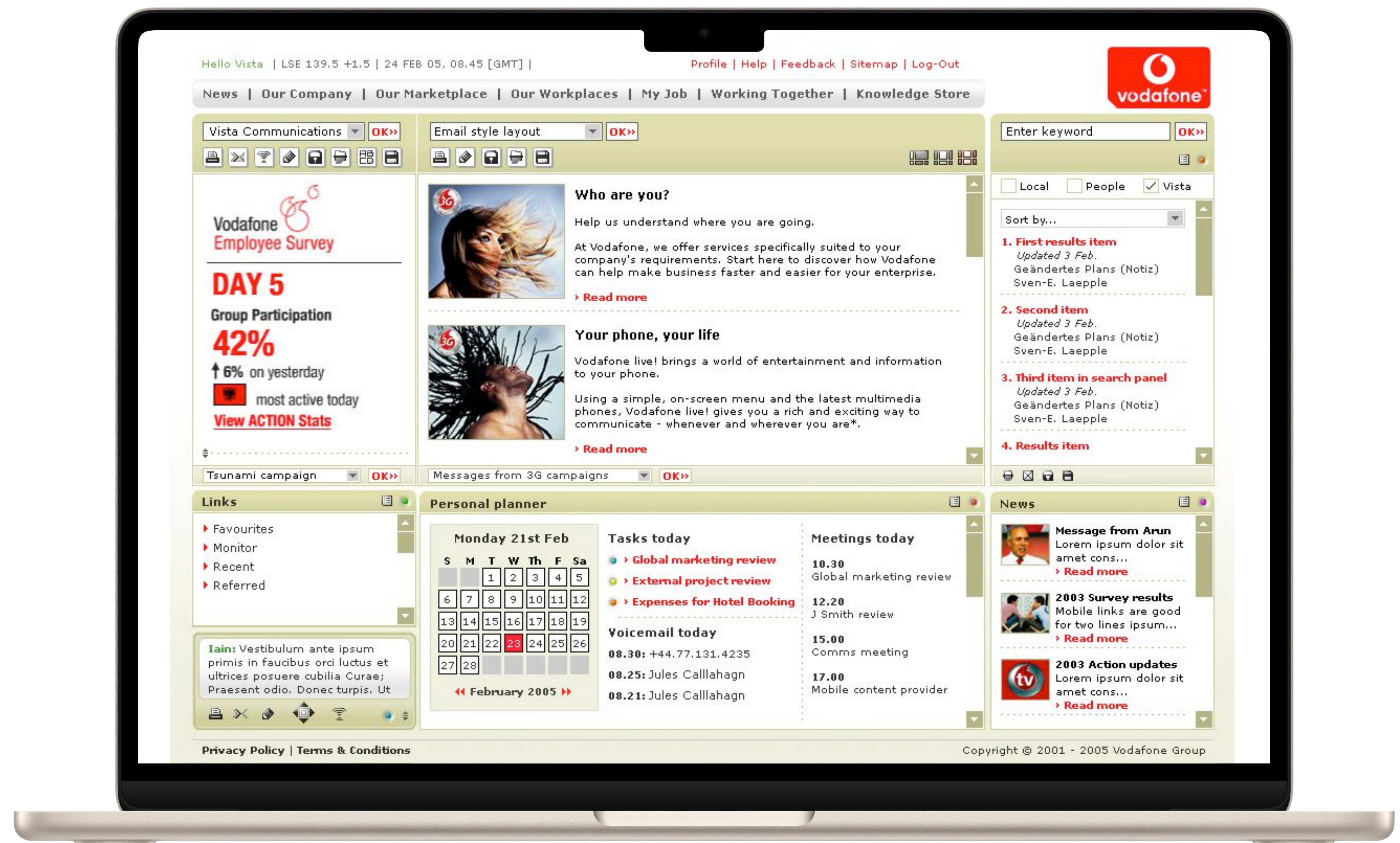
I presented the design, alongside technical and business consultation work to the Vodafone Global Council, who were happy to see the work progress into development. I solved the company's needs from not only the design standpoint, but we also met the objectives from technical and business perspectives.

Process

We brought Vodafone employees from the global office to Sapient's offices in Dusseldorf for technical, business and design requirements gathering and workshops. The resulting intranet redesign won the NNG award that year for best Intranet. I presented the project at the IA Summit, focusing on the use of conceptual frameworks in this project.

Conclusion

As the work was recognised as a top internet of the year by NNG, it was obviously a success. The Global Council presentation went very well, and all the stakeholders were pleased with their specific needs and requirements being achieved.



Case Study

Gaming Device OS

Summary

I was asked by Instrata in Cambridge to consult on the Gametrac handheld gaming unit, to design the operating system and navigation for the innovative device. This portable unit was designed for children and teens and featured text messaging, camera and photos, audio and video media playback and a gps locator.

Problem

At the time, mobile gaming was primarily offline. This device was created to compete with the N-Gage device by using advanced hardware with SD games. The plan was to surpass Nokia by using newly popular mobile phone features like messaging, camera and video, and networked gaming.

Solution

The design solution consisted of a UI framework based on a consistent information architecture for the operating system. This operating system was designed to facilitate easy switching of apps and convenient methods of communicating while gaming or taking a photo. At the time, this product was quite revolutionary.

Process

Initially, I worked with Instrata doing user tests and developing personas to develop a solid UI framework based on process flows. This was followed by paper prototyping, where I developed an initial User Interface and the Information Architecture for the operating system. Also, I invented a suitable model for Text Entry via a Joypad.

Conclusion

The device was a breakthrough in both mobile technology and portable gaming. The operating system I designed kept in line with Apple guidelines while keeping a priority focus on hardware based navigation.



Case Study

Legal & Research Platform

Summary

LexisNexis brought me on board for the design of their first Global Legal and News & Business Products. The design of these huge systems allows users to browse and search through vast amounts of legal or research data and organise their findings. These are the most used systems by Legal and News researchers around the world.

Problem

The company wanted to enter the world of digital systems but was firmly planted in the world of paper. They intended to leverage their position as a global source for data and to put that data on the web, based on a subscription model. They needed a core team of experts to build it.

Solution

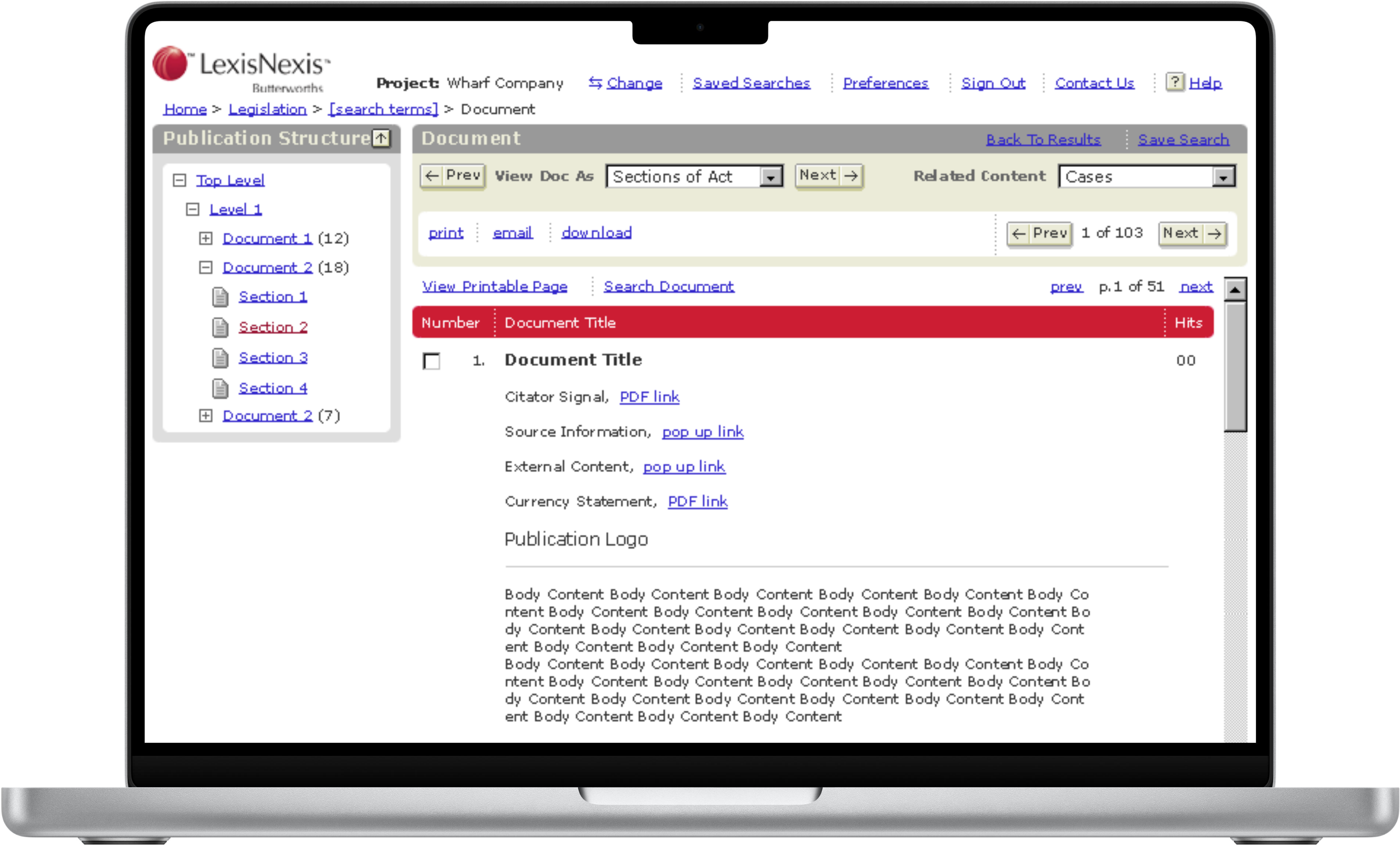
Our small design team worked through countless iterations, tests, concepts and requirements to create the first version of the now ubiquitous LexisNexis system. It is used globally by professionals in Law, News and Business as well as many government departments as a defacto standard in global business and legal research.

Process

I began with heuristic evaluations of the Legal and News & Business prototype interfaces. Then, after determining a good framework, I focused on the information architecture and UI specifications. Then we proceeded to define the local product adaptations per country and custom user interfaces where needed.

Conclusion

This vastly successful product is now a gold standard in the world of Law and Business. Our small team was able to define the beginnings of a global system that is still in use almost 20 years later.



Portfolio

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