

Emma Chapman

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emma c

Experience

July 2020 - Now

2 years

WIMT / WhereIsMyTransport

Lead Product Designer

In emerging markets, billions of people move across their cities every day. They live in mega-cities (populations over 10 million) and have expansive public transport networks and informal economies. WhereIsMyTransport is the central source of mobility and location data.

On a human level, we try to make these complex (often word of mouth) systems transparent. Cities where it's unsafe for women to travel at any time of the day, buses that don't have routes or formal stops, Tuk Tuks that don't have schedules and disruptions that mean 2-hour commutes turn into 3. By making this information transparent, we strive to improve people's lives with our products - We can't make dangerous commutes safer, but we can help people make better choices. Meaning they can find alternative routes and get home to their family quicker, find buses easily without having their phone out for too long, get to work on time so they don't lose their jobs and generally feel more in control of their travel, in cities full of exciting but chaotic transport systems.

Working over four products, I lead a team of designers to create experiences that try to understand and empathise with the people they are built for; in doing this, we create a better experience when travelling across their city.

- + Rumbo is a consumer-facing app that helps people navigate their city
- + A internal app that allows people to 'collect' the routes of their city
- + A internal app that processes the collections
- + A internal app that creates disruption alerts for cities and tells the people that it affects.

Please get in touch to find out more.

Aug 2011 - Now
12 years

Emma Chapman Ltd

Product Design, Art Direction + Consultant

I've worked with a range of clients on idea creation, development, re-designs, branding and print design projects. Please see website for indepth project details. My clients include:

Headspace	Irn Bru
Dove – Real Women Campaign	RBS
Virgin	Tassimo
EE	Gu
Benecol	Sett Surf
ASOS	Inside Surf
New Look	SMS Aero
Carphone Warehouse	Fantastec Game
Tesco	Sound of Speed Festival
Emirates	Thompson Bros
Baileys	NHS Scotland

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May 2019 - July 2022
1 year

Relish

Senior Product Designer

Relish is the number one relationship training app. It encourages building a happy, healthy, more connected relationship with unlimited text based coaching and a fully customized improvement plan and uses the principles of micro-learning.

As sole Product Design in a fast growing start up I am responsible for all design output. We work in 2 week sprints releasing new features a, improving on the existing experience. I create high fidelity prototypes using Figma, test, gather qualitative and quantitative data and iterate.

Oct 2007 - Aug 2011
4 years

Publicis Chemistry

Designer + Art Director

Online and offline projects from pitch concept to final outcome for clients Orange, Emirates, Baileys and Dove

Over 2 years I developed the Dove Digital Platform for the Real Beauty Campaign

Art direction for Video ads, photography and print media

Jul 2007 - Oct 2007

4 months

Publicis

Interactive Designer

Concepts and designs for digital projects for HP and Peugeot.

Feb 2007 - Jun 2007

5 months

Emma Chapman Ltd

Art director

Art direction for TV ads, photography and print media

Feb 2022 - Now

1 of 6 years

Education

Open University / Part time

BA (Hons) Psychology

Sept 2003 - May 2007

4 years

Gray's School of Art

BA (Hons) Visual Communication

Awards

App of the Day 2020

App of the Day 2019

Nominated Yuno Juno

Designer of the year

FWA App of the Day

BIMA

Diamond Gramia Award

Gramia Award

Marketing Engage
Award

Health Facitlites
Scotland Award

Design Excellence
Award Winner