

Chris Dunn

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Product Designer with over 23 years' experience leading design teams that make complex products feel simple. I help them build faster, and focus their creativity on solving real user needs.

Work experience

Purple / VP Design

2024 – Present

I lead the design vision across our product suite. In 2026 I built Purple Design, an agentic design system made for AI agents: three MCP servers, 48 tools, over 2,000 calls in its first month. It took prototyping from months to hours.

Purple / Lead UX/UI Designer

2021 – 2024

Product and interface design for the venue platform, web and hardware. I designed Purple Starter, free self-serve guest WiFi for small and medium businesses, and ConneX, which gets people online automatically at 350,000+ venues. Brand work for Lego and the Bee Network.

ADLINK Technology / Lead UX/UI Designer

2018 – 2021

UX and interface design for ADLINK's cloud IoT tools, across several international teams. I built their first design system.

NBS / Senior Interface Designer

2013 – 2018

UX, UI, branding and front-end for the flagship NBS products, including Chorus. I built the company's first style guide and component library.

NBS / Interface Designer

2007 – 2013

Lead designer on RIBA Product Selector: 2.3m page views in 2013 from 660,000 people. Lead designer on the NBS BIM Toolkit: a £1m development contract, and Most Innovative BIM Solution.

NBS / Software Design Assistant

2003 – 2007

UX for NBS Building, Scheduler and Landscape, and the Construction Information Service with IHS.

Awards

Employee of the Year

Honourable award, NBS Staff Awards

Award of Excellence

IoC Awards Manchester, Lead Designer

Most Innovative BIM Solution

BIM Show Live, Lead Designer

Team of the Year

Construction Computing Awards, Lead Designer

Skills

Leadership

Design direction, stakeholder management, line management, mentoring, AI adoption across teams

UX

Prototyping with agents, facilitation, user workflows, A/B testing, wireframing, personas

UI

Agentic design systems, design tokens, MCP servers, component libraries, visual design, typography, HTML and CSS

Tools

Claude and Claude Code, MCP, Figma, Adobe Suite, Jira