



## CAREER SUMMARY

I have extensive experience and passion for devising creative and simple user-driven design solutions to complex processes for data-driven services, SaaS products and enterprise systems.



## WORK EXPERIENCE

### Head of design | Capita

Sep 2020 - ongoing

- Manage a remote team of UX/UR and service designers to reach their fullest potential; supporting them with design thinking best practices while ensuring there's UX strategic alignment with the company's business roadmap
- Promoted to head of design after successfully leading the UX deliverables in two large scale UK government projects, Internationalisation Fund (Department of International Trade) and Turing 2 (Department of Education) in a tight timescale and delivered on time
- Align internal design standards with UK government design principles and systems to advocate user-centred design for government related business applications and championing Government Design standards for best practice digital transformation
- Actively promote awareness of UX and research across different project teams by showing best practices in projects to drive UX strategic excellence
- Liaise with external and internal stakeholders to prioritise requirements on a project life cycle and implementing best practices for optimal experiences
- Promote cross functional team collaboration between designers, business analysts, AI, front and back end developers to devise user friendly and effective solutions through an iterative approach
- Coach designers on UX best practices, design systems and advocate effective agile processes within projects to encourage cross collaboration in multidisciplinary teams
- Collaborate with user researchers to gather feedback to improve features

### Senior product owner / user experience (UX) | Delio

Apr - Jul 2020

- Manage a remote cross-functional team of designers, data scientists and developers for data analytics, reporting and integration of a Business-Intelligence (BI) tool and update C-level on roadmap
- Liaise with Amazon Web Services BD team to enhance the usability and features of their BI-tool that will ultimately feed into the Delio platform
- Devise user journeys and task flows to show clients and internal stakeholders for user feedback on future features

**WORK EXPERIENCE***(continued)***UX service design consultant |  
Department for Business, Energy and Industrial Strategy (BEIS)**

Jan – Mar 2020

- Lead user-centred designs of a large-scale Salesforce service to be used across the UK government to share, monitor and record interactions between UK GOV and external organisations, by applying Government Digital Service (GDS) and NNG best practices
- Facilitate and conduct user research sessions with a range of target users from UK Space Agency, DEFRA, DIT, Cabinet Office and other departments
- Deliver low and high-fidelity UI design and rapid interactive prototyping under tight deadlines based on internal stakeholder and user feedback
- Design documentation including accessibility and GDPR compliance

**Principal UX/UI designer (CSPO) | Gofore**

Jan 2016 – Jan 2020

- Manage a cross-functional project team as a Certified Agile Product
- Owner on multiple projects such as insight machine learning analytics SaaS products
- Led user experience on multiple international services and collaborating closely with clients and regulatory bodies such as Airbus, Voith Mining, Driver and Vehicle Licensing Agency, F-Secure and UK police cyber security forces
- Facilitate and conduct remote and onsite qualitative/quantitative user research as well as business design workshops with stakeholders and users
- Work closely with designers, internal and external development teams to ensure high UX/UI quality throughout the project lifecycle and output
- Strategic creative direction and mentoring internal/external designers, colleagues, and clients on agile methodologies, UX design, research, usability and accessibility
- Culture coach to recruit, onboard new joiners and strengthen community spirit

**Senior UX designer | ADP Ltd., International**

Aug 2014 – Dec 2015

- Collaborate with stakeholders globally to translate business needs into user requirements and identify how they can be enhanced using web technologies
- Mentor UX designers on services and aid their individual progression
- Create designs patterns, prototypes and specify core components, specifically for use in international Human Capital Management SaaS range that includes payroll, talent, and HR
- Run face-to-face client feedback sessions, interpreting results and implementing design iterations



## WORK EXPERIENCE

*(continued)*

- Support the development teams globally in standardizing design patterns across the solutions
- Collaborate and guiding several international product teams in use of design patterns, agile methods, and accessibility
- Successfully instill agile workshops and methodology within the UX team

### **Service design consultant | Google**

Jun 2014 – Aug 2014

- Successfully provide solutions to info architect and implement the new internal and external websites for Google Digital Academy incorporating their brand identity and design patterns

### **Senior user experience architect | Pegasystems Ltd., EMEA**

Nov 2013 – Feb 2014

- Work in cross-functional global teams to create and improve usability deliverables within government agency enterprise applications using Pegas' Business Process Management
- Project leadership activities include creating and executing UX project plans, user interface configuration as well as liaising with the client to provide the best UX testing solutions
- Achieved two certifications for comprehensive technical training in the PEGA applications, BPO architecture and agile project management

### **Senior designer | IOVOX Ltd., London, UK**

Oct 2012 – Oct 2013

- Create intuitive design concepts and improving the user experience for call-tracking analytics SaaS applications for big-data analytics and lead-generation
- Translate business requirements/user stories into wireframes, storyboards thru to final visual designs and production with the IT team completing multiple project-cycles
- Advocating and standardizing an agile environment within the IT team
- Follow thru in the projects' lifecycle; give guidance and collaborate with developers in cross-team agile processes to ensure that end-products match the design specifications
- Marketing and events production design and management

### **Principal UI/UX designer | Pole Star Space Applications Ltd., London, UK**

Jan 2008 – Sep 2012

- Lead in UI/UX creative direction for the company's satellite maritime vessel-tracking and global naval communication cross-platform SaaS applications
- Evangelising UX methods and translating user-centered design research and visual usability improvements to guide designs that saved a multimillion-pound international government project
- Conceptual design and creating high/low-fidelity user-flows
- Solve complex problems with clean interface design and enhance product UIs in an agile environment, in collaboration with global stakeholders, other designers, and developers
- Create and build brand guidelines for the company and its products
- Events management for several expos around the world

## **UI designer | Xplana Learning, Boston, MA, USA**

Jun 2004 – Jul 2007

- Conceptualise and design award-winning educational software interfaces (CMS, front-end, and admin) for major publications
- Liaise with the creative director abroad and mentor junior designers
- Collaborate with the information architect on wireframes, storyboards, and prototyping
- Create marketing material and building the brand guidelines

## **Design production artist | PARTNERS+simons, Boston, MA, USA**

Feb – May 2004

- Design and layout proposals for exhibition shows and marketing materials for various companies

## **Design production artist | Exit33 Creative Agency, Boston, MA, USA**

Jul – Dec 2003

- Design and layout for both print and multimedia projects, such as display panels for trade shows, educational e-book interfaces, datasheets and e-newsletters
- Manage a major-league New York Yankees sports website

## **Tutor / Teacher assistant | Massachusetts College of Art, Boston, MA, USA**

Jan – May 2003

- Tutor web design for a class of beginner-level art students



## QUALIFICATIONS / EDUCATION

- Nielsen Norman UX certified
- Agilify Certified Scrum Product Owner (CSPO)
- Pegasystems Certified Methodology Black Belt (CMBB)
- Pegasystems Certified Systems Architect (CSA)
- Bachelor of Fine Arts Graphic Design | Massachusetts College of Art, Boston, USA
- High School Diploma / IGCSE / Pre-IB | Copenhagen International School, Copenhagen, Denmark



## TECHNICAL SKILLS

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| <ul style="list-style-type: none"><li>• Figma / Sketch</li><li>• Invision / Studio</li><li>• Lookback / Loop11</li><li>• Adobe Creative Suite</li><li>• Accessibility / WAVE</li><li>• HTML / CSS / Brackets</li></ul> | <ul style="list-style-type: none"><li>• Omnigraffle / Visio / Axure</li><li>• Balsamiq / Lucidchart</li><li>• Audio / video editing</li><li>• Google Analytics</li><li>• Digital photography</li></ul> | <ul style="list-style-type: none"><li>• Agile Scrum</li><li>• Jira / Trello</li><li>• Miro / Notion</li><li>• Confluence</li><li>• MS Office / G-Suite</li></ul> |
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## LANGUAGES

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| <ul style="list-style-type: none"><li>• English</li><li>• Cantonese</li></ul> | <ul style="list-style-type: none"><li>• Danish</li><li>• German</li></ul> |
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