



## 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

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

Apr – Jul 2020

- Manage a cross-functional team 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

### UX service design consultant |

#### Department for Business, Energy and Industrial Strategy (BEIS)

Jan – Mar 2020

- Optimise the user experience to a new large-scale Salesforce service to be used across the UK government, by applying Government Digital Service (GDS) and NNG best practices
- Facilitate and conduct user research sessions with a range of target users from UKSA, DEFRA, DIT, Cabinet Office and other departments
- Deliver low, 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

- User interface design and user experience lead on multiple international services and collaborating closely with clients and regulatory bodies such as Airbus, Driver and Vehicle Licensing Agency, F-Secure and Cardiff University
- Manage a cross-functional project team as a Certified Agile Product Owner on multiple projects such as insight ML analytics SaaS products
- 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



## WORK EXPERIENCE

*(continued)*

### **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
- 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
- Comprehensive technical training in the PEGA applications, business architecture, project management, 'decisioning' & methodology (agile, Scrum & Pega) and achieved two certifications

### **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



## WORK EXPERIENCE

*(continued)*

### **Senior designer | IOVOX Ltd., London, UK *(continued)***

- 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

- 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>• 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>• Confluence / Miro / Notion</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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