

LUCIE EDWARDS

PERSONAL STATEMENT

As a person, I am curious, ambitious, and fun. As a designer, I am passionate about using my skills to create simple and effective solutions that meet customers' needs. I have experience leading human-centred design projects and teams, alongside a proven track record of building strong customer and client relationships. I use my design expertise, processes, and frameworks to shape simple solutions that drive commercial and customer value.

My drive comes from innovating and executing elegant solutions that captivate audiences and create wonder. I thrive in environments where I have the opportunity to collaborate to solve complex and ambitious customer challenges. In my next role, I am looking for an opportunity to challenge my creative mind and enable me to continue leading and supporting junior talent on their own journey.

At the heart of my design philosophy is a deep empathy for others and a desire to understand their unique needs and challenges. I believe that truly listening to customers and clients and working to understand their underlying needs and desires can create solutions that not only meet their expectations but exceed them.

Throughout my nine-year career, I have worked end-to-end across the design process delivering innovative, user-friendly solutions that drive commercial and customer value. Whether working on a complex digital project or leading a team of designers, I always approach my work with passion, creativity, and a relentless drive to succeed.

TOOLS

- Personas, Customer Journey Maps, and Service Blueprints
- User Research frameworks
- Wireframing and prototyping
- Insight analysis identifying opportunities
- Establishing Design principles and product strategies
- Miro
- Figma, Invision and Sketch
- Lucid chart
- Microsoft Office Suite
- Lookback Digital User testing tool
- Optimal workshop Treejack testing tool
- Adobe Suite

WORK EXPERIENCE

Deloitte Digital, Wellington, New Zealand – *Manager in Customer Strategy and Design*

SEPTEMBER 2021 - CURRENT

Deloitte Digital is a consultancy to help you advance customer and design-centric thinking throughout your organisation, from strategy through execution. As a Manager in the Customer Strategy and Design team in Wellington, my work focuses on customer experience and design-led transformation initiatives.

As a Manager, I have led multiple projects, including contributing to creating customer-centric strategies, delivering Design Systems, supporting the service design of new healthcare experiences, and developing a roadmap to implement hybrid working experiences. I take pride in my ability to collaborate with others to solve complex challenges, and I am always looking for ways to challenge myself creatively while supporting and mentoring junior talent.

In my role, I enjoy balancing the big picture and rolling up my sleeves to dive in to work on the detail. I understand it requires a team to deliver and drive collaboration across teams with cross-functional skillsets and engage stakeholders to deliver successful customer-focused initiatives. I use human-centred design tools and methodologies, including personas, journey maps, and frameworks, to understand and communicate customer needs and pain points to create solutions to drive meaningful change.

- Extensive knowledge and experience in customer experience design tools and techniques used to unpick and understand customer needs, pain points, and opportunities and communicate them effectively to demonstrate their potential to enhance customer experience and commercial value.
- Developing my team through our Deloitte coaching and mentoring model, providing guidance, extra training sessions, and one-on-one meetings. I formally coach two team members and informal support to the wider team.
- Building a strong client base based on relationships demonstrated through ongoing and new work.
- Led the development of a Design System to create foundational design patterns for a Sale Force implementation

Chnnl, Wellington, New Zealand – *Senior UX designer*

MARCH 2021 - SEPTEMBER 2021

Chnnl is a start-up based in Auckland. They use a 30-second app-based survey to create a profile of your employees' mental health and well-being to produce a monthly report with actionable data points to improve the psychological well-being of organisations.

As the Lead Experience Designer at Chnnl, I worked across the breadth of the service offering and was responsible for building out design thinking assets. In a start-up mindset, we moved at pace and in an agile capacity applying Human-centred design principles.

In my role, I conducted workshops with executives on content framework strategies, service offerings and product direction. I am also accountable for the UX Design of the products, including user testing, prototyping, and visual interface design. Currently, I am developing the business's design strategy to ensure we have evident design thinking artefacts to optimise the opportunities and increase the operating velocity for solutions to go to market.

- Established a global view of the service offering by creating a service blueprint and building a process to maintain the artefact.
- Facilitating workshops with the executive team to identify and build the thought leadership content strategy and framework.

- Developed an updated physical product offering for the monthly reports that deliver the impact of Chnml to the organisations, which was successful after trialling with one customer, and will be rolled out across all customers.
- In collaboration with development teams, I proposed implementing a new "7-day Banner" that increased app engagement and generated 45% of all click-throughs. It started our personalisation experience journey in the app by surfacing actionable feedback on people's mental health and well-being data input.
- Developed Jobs-to-be-done (JTBD) to enable visibility of user goals and product needs and collate our knowledge of target audiences.

New Zealand Trade and Enterprise (NZTE), Wellington, New Zealand – UX designer short-term fixed contract

SEPTEMBER 2020 - MARCH 2021

NZTE is New Zealand's international business development agency. NZTE's strategy supports the Government's Business Growth Agenda with the primary goal of helping New Zealand businesses grow bigger; faster; this involves companies leveraging investment to scale up, enabling them to move into international markets.

I was working in a small project team tasked with improving the investment experience at NZTE. Our team of 6 built an online platform that enabled businesses to remotely seek investment opportunities by having a digital presence on our investor product. The product created was a portal that enabled trusted investors to log in and view the listed investment opportunities anytime.

In my role, I was responsible for the end-to-end design of the products, including customer research, information architecture, user journeys/storyboards, prototyping, and visual interface design.

- Launched the MVP of an online product for companies seeking investment from the NZTE network.
- Developed a Service Blueprint for the online learning product to identify the strategic direction of the service and how it would integrate into additional tools being developed across the business.
- Completing training in facilitating remote workshops at UXNZ with Daniel Stillman.

Acacium Group, London, United Kingdom – Experience designer

MARCH 2019 - AUGUST 2020

Acacium groups own twenty-one companies within multiple healthcare industry sectors, ranging from working with NHS staff placement to supporting patients in their personal medical care programmes. When I started at Acacium Group (Formally Independent Clinical Services or ICS), they were relatively new to HCD. They did not have an established design process or a clear-cut understanding of how user-focused design could add value.

I was initially the sole designer and worked across the business to establish a rapport with the different departments aligning them under a single process. Acacium adopted my design process business-wide after I demonstrated the value by saving £10,000 by reducing the development of a feature by 60 days by testing the business assumption with users and discovering it didn't align with their wants and needs. On the back of this success, the demand for Design grew across the business, resulting in the team's growth to 3 Experience design professionals and a junior user researcher.

In my role, I worked alongside Product Owners on propositions, roadmaps and running design sprints. In parallel, I was also responsible for the UX Design of the products, including the information architecture, user journeys/storyboards, prototyping and testing for iOS and Android applications and visual interface design.

- Established a holistic HCD approach across the business resulting in a cross-functional alignment of the process with Marketing collaborating in building the product they would be advertising to their audience.

- Using the OKR framework to support the business to realise the benefits of the human-centred design approach within product development. As well as being accountable for the OKR to increase the uptake of best practice HCD approach and processes used in the organisation.
- Developed and led a user testing method to provide design feedback to improve customer adoption. Resulting in the implementation of user testing into every product development process business-wide.
- Redeveloped process for user testing due to Covid19 restrictions, ensuring there was no delay in our programmes.
- Implemented monthly Learning Lunches in the business to educate and introduce design thinking methodologies to the company and embed UX concepts across multiple business teams
- Updated the historic development processes and instilled a new method for implementing and upgrading products within eight brands in the company. Resulting in collaboration between departments by including the business and development team in the ideation process.
- Developed a persona workshop methodology to be used business-wide in creating personas for brand customers. This resulted in 4 brands introducing working with personas for the first time.
- Complete customer journey workshops training with gen
- Completing my UX training and certification with Nielsen Norman Group. Including training in User research.

Zoopla, London, United Kingdom – Digital Graphic Designer

SEPTEMBER 2017 - MARCH 2019

Zoopla is a multi-brand company with a multi-channel approach across the property lifecycle. Zoopla engages with over 25,000 business partners. I worked in the B2B marketing team to build, grow and develop our relationships with the company's business partners. We aimed to amaze our client base and create customers who advocate for Zoopla products.

I was responsible for redesigning our B2B websites, collaborating with marketing, SEO, business stakeholders and other design teams to deliver an online experience for our business partners. We aimed to create websites that communicated value quickly and precisely across multiple devices—creating a clear customer journey funnel to increase conversion rates. I was a digital designer on the B2B marketing team. I advocated using data and full customer journey maps to provide valuable insights to develop upon.

- Designing mobile-first responsive websites that can be accessed on any device.
- Spearheading testing and gathering data to provide design feedback to improve customer engagement. Resulting in creating a responsive email template to communicate data to a broader audience created new engagement with the audience, including sharing on social media, increasing to an 11.7% click-through rate.
- Using HTML to create engaging email designs
- Completion of ILM leadership course in the digital media sector
- Training in software programmes: Page Tiger, Google Analytics and Sketch

Te Kura, Wellington, New Zealand – Digital Designer

JUNE 2016 - JUNE 2017

Te Kura is New Zealand's Correspondence school, catering to a broad range of ages and abilities from primary to secondary education. In my role, I worked with the teachers to build an online learning experience to engage and educate students. I was responsible for all stages of the design process, collaborating with audio teams, teachers and editors to deliver an online learning experience for the student that is engaging, fun and also informative.

Due to my ability to deliver high-quality results on time, I was selected to work on two other project teams alongside my role. I worked on the website redevelopment team and was the lead designer in creating the professional development online template.

- Using HTML and CSS to create exciting and engaging lessons.

- Gathering student feedback and data insights to improve the student experience.
- Meeting deadlines to deliver high-quality design solutions.
- Project managing the development of modules.
- Responsive website design development.
- Creating Adobe Indesign booklets.
- Completion of Javascript Basics Training Course with Catalyst.

EDUCATION

Nielsen Norman Group, London – *UX Certification*

NOVEMBER 2019, #1033890

Massey University, Wellington – *Bachelor of Design (Hons)*

FEBRUARY 2011 - DECEMBER 2014, GRADUATED MAY 2015

PORTFOLIO

OPEN PORTFOLIO

Examples of my design work at LucieEdwards.com