

Lucie Edwards

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PROFESSIONAL PROFILE

A highly qualified and experienced professional with extensive expertise in customer experience design, including the utilisation of advanced tools and techniques to improve customer experiences and drive commercial value. Demonstrated leadership skills in coaching, mentoring, and team development, along with a strong ability to cultivate and maintain a loyal client base. Proficient in leading client delivery across multiple domains, delivering exceptional results in UX design, Product Design, Service Design and Product ownership. Highly adaptable and forward-thinking, with a keen eye for industry trends, fostering innovation and ensuring the effective execution of projects.

PROFESSIONAL SKILLS

- Project Management
- UX Design
- Product Design
- Service Design
- Innovation Integration
- Team Leadership
- Problem-Solving
- Keen Attention to Detail
- Customer Experience Design
- Training and Development
- Communication Skills
- Stakeholder Relationship Management

CORE COMPETENCIES

- Expert in customer experience design, with a track record of effectively identifying and addressing customer needs, pain points, and opportunities to enhance customer experiences and drive commercial value.
- Possesses strong leadership, communication, problem-solving, and project management skills, ensuring effective team management, relationship building, and project execution.
- Adept leader and mentor, providing structured coaching and mentoring to team members, resulting in their professional growth and development.
- Accomplished in building and maintaining a loyal client base through the cultivation of meaningful stakeholder relationships and consistent delivery of successful design work that exceeds client expectations.
- Proficient in leading client delivery in various domains, including UX design, Product Design, Service Design and Product ownership, consistently achieving exceptional results and driving positive outcomes.
- Keen eye for emerging trends and industry best practices in customer strategy and design, dedicated to integrating innovative insights and methodologies to enhance customer experiences and commercial value.
- Exceptional communication skills, facilitating effective interaction with cross-functional teams, stakeholders and clients to convey complex concepts and ideas.
- Strong collaborative skills, promoting teamwork and cooperation within the organisation and fostering productive relationships with team members and external partners.

EMPLOYMENT HISTORY

CUSTOMER STRATEGY & DESIGN MANAGER

Deloitte Digital, Wellington, NZ | September 2021 – Present

- Train and coach the team using Deloitte coaching and mentoring model, offering guidance, organising extra training sessions and conducting one-on-one meetings.
- Utilise extensive knowledge and experience in customer experience design tools and techniques to identify, analyse and communicate customer needs, pain points, and opportunities effectively.
- Establish and nurture a strong client base, fostering valuable stakeholder relationships through consistent and new design work, ensuring client satisfaction and fostering long-term partnerships.
- Integrated new insights and methodologies into the team's work to drive innovation and enhance customer experiences and commercial value.

- Delivered exceptional solutions and achieving client objectives by taking a leadership role in client delivery across various domains, including UX design, Product Design, Service Design, and Product ownership.
- Foster a collaborative and innovative work environment and ensuring the team's alignment with the organisation's goals and objectives.

SENIOR UX DESIGNER

Chnnl, Wellington, NZ | March 2021 – September 2021

- Oversaw creation and management of a comprehensive service blueprint, ensuring a unified understanding of the service offering across the organisation.
- Established a comprehensive global view of the service offering by creating a service blueprint and implementing a process for the ongoing maintenance of this valuable artifact.
- Implemented a new "7-day Banner" feature, resulting in a significant 45% increase in app engagement and generating a majority of all click-throughs.
- Designed an updated physical product offering for monthly reports that effectively communicated Chnnl's impact to organizations.
- Developed a Jobs-to-be-done (JTBD) framework to enhance visibility into user goals and product needs, consolidating knowledge about target audiences and enabling more precise product development decisions.
- Facilitated workshops with the executive team to identify and develop a thought leadership content strategy and framework, elevating the organisation's positioning in the industry.
- Collaborated with the executive team to strategise and implement a thought leadership content strategy, enhancing the organisation's industry reputation and expertise.

EXPERIENCE DESIGNER

Acacium Group, UK | March 2019 – August 2020

- Established a holistic Human-Centered Design (HCD) approach, aligning cross-functional teams and fostering collaboration with Marketing to build products tailored to their target audience.
- Utilised the OKR framework to drive the adoption of HCD principles within product development, achieving objectives related to best practice HCD approaches and processes.
- Prepared, improved and implemented a user testing methodology, integrating design feedback into every product development process company-wide, enhancing customer adoption.
- Developed a persona workshop methodology, introducing persona-based approaches in four brands for the first time, enriching the understanding of brand customers.
- Adapted the user testing process to overcome Covid-19 restrictions, ensuring uninterrupted product development.
- Introduced monthly Learning Lunches to educate and promote design thinking methodologies across various business teams, embedding UX concepts.
- Restored historical development processes, promoting collaboration between departments and involving business and development teams in the ideation process.

DIGITAL GRAPHIC DESIGNER

Zoopla, London, UK | September 2017 – March 2019

- Led initiatives to conduct thorough testing and data collection, leveraging findings to provide valuable design feedback, resulting in the creation of a highly responsive email template.
- Designed mobile-first responsive websites that seamlessly adapted to various devices, enhancing user experience and accessibility.
- Innovated template effectively communicated data to a broader audience, ultimately fostering increased engagement, including social media sharing and achieving an impressive 11.7% click-through rate.
- Utilised HTML expertise to craft visually compelling and interactive email designs, delivering captivating content that resonated with the target audience.
- Completed an ILM leadership course in the digital media sector, further enhancing leadership and management skills within the field.
- Undergone comprehensive training in software programs such as Page Tiger, Google Analytics and Sketch, equipping the team with a diverse skill set for improved project execution and performance.

EDUCATION & QUALIFICATIONS

Bachelor (Hons) Industrial Design *Massey University* | 2014

Agile Foundations *LinkedIn Learning* | 2023

Product Management 101 Udemey | 2023

Co-design Training | 2021

Remote Workshop Facilitation Training *UX NZ Course* | 2020

UX Certification (UX Design Methodology, UX Research, UX Strategy and Business Management) *Neilson Norman Group* | 2019

Leadership in the Digital Sector *ILM* | 2018

SOFTWARE SKILLS

MS Office Suite (Intermediate) | Adobe (Intermediate) | Figma (Advanced) | Optimal Workshop (Intermediate) | Lucid Chart (Intermediate) | Jira / Confluence (Intermediate)