

## Exposure

15 years of value creation in the following problem spaces:

- Fintech
- E-Commerce
- Healthcare
- Society and welfare
- Telecom
- Lifestyle

## Skills

- E2E Research Planning
- Design & Research Team Oversight, budget management
- Workshop design for visioning, journey mapping and brainstorming
- Information Architecture, Taxonomy and related audits
- UI/UX Design, Systems & Prototyping
- Remote User Test planning
- Design Demos & Showcases
- Design Documentation

## Education

**2011-2008 Staffordshire University (UCTI Campus, Malaysia)**

Bachelors Degree in Information Technology specialising in Digital Forensics & HCI.

**2008-2003 Saint Andrew's International High school, Malawi**

A-levels O-Levels

## Learning Certificates

**2020 Udemy:**

Service Design: Design for Experience Over Time

**2019 Interaction Design Foundation:**

Ultimate Guide to Visual Perception

I am a **Research & Design Manager**, skilled at informing product thinking for organisations through research to power robust experiences. Creating end-user advocates across functions is my superpower.

## Experience:

**2022 - 2024: Gojek (GoTo Group)**

**Products: Midtrans, Moka, GoPay Merchant and Gobiz**

- Planned and led strategic design initiatives, & product design delivery. Led foundational & behavioural research, UX research, hand-offs, UX design and testing.
- Established the ways-of-working for design, product and business for user centric outcomes; e.g: UX metrics, flutter handoff methodology, independent research pipeline.
- Architected design strategies for designing for payment technology devices (QR/POS)
- Diverse experience in enterprise UX, created solutions for field, sales, marketing and more.

## Recent Achievements & Highlights:

- Led foundational research from micro to medium sized merchants to help product strategy for approaching long-tail markets in Indonesia.
- Launched the first audio announcement device for QR payments in Indonesia.
- Launched the fastest, market leading, merchant onboarding solution for Indonesian MSMEs.
- Lead the creation of a new onboarding channel in Vietnam to onboard merchants.
- Mapped end to end merchant journeys to make research more visible and enable more strategic decision making on UX.
- Drove user centricity in OKR discussions and influenced goal setting and planning.

**2013 - 2022: Deloitte Digital Studios**

**Role: Specialist Master - UX:**

- Planned and executed UX research, design delivery, hand-off, UX testing for 8 years.
- Architected design strategies for desktop, mobile, home and wearable form-factors.
- Diverse experience in enterprise UX, created solutions for field, sales, marketing and front office roles.
- Nurtured relationships with stakeholders, developers, analysts and clients.
- Enabled 14+ designers through guidance and mentoring.
- Co-Authored frameworks to help with talent and skill development for 120+ designers in Deloitte Studios India and designed for the following markets through 15+ projects; America, Europe, Middle East and Australia.

**2011- 2013: Grandmother India Design**

**Role: UI/UX Designer:**

- Built UX approach documentation to present to stakeholders.
- Articulated UX through wireframes and visual design.
- Collaborated with brand specialists, copy writers and developers to create unique web identities for clients such as Satyameva Jayate by Aamir Khan Productions, Hab by Usha, TrepUp, and Bombay Realty.