

////// LISE HEYMER //////////////////////////////////////

PORTIFOLIO

www.liseheymer.com

PERSONAL DETAILS

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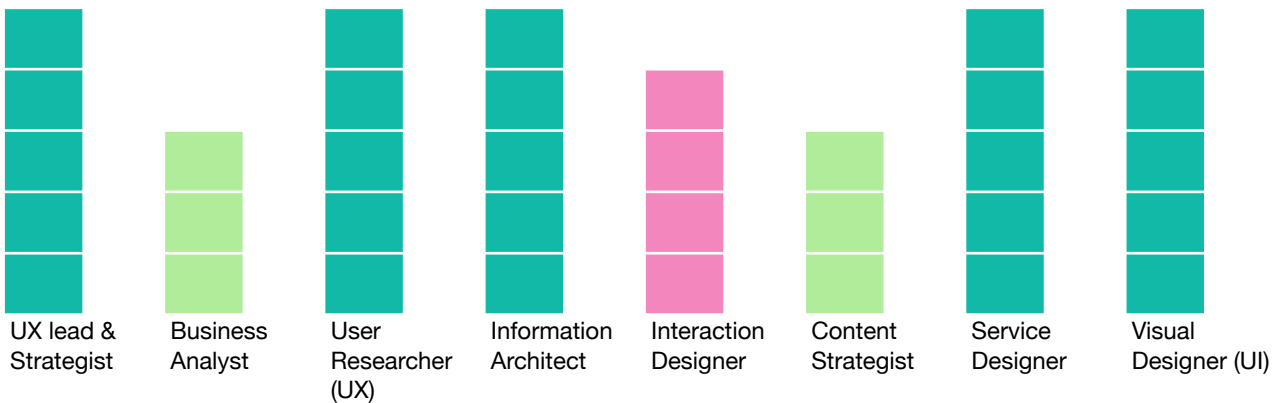
MAIN TECHNIQUES

- MVP / Pilots / Experiments
- Prototyping / Wireframes
- Lean UX / Design Sprints
- Design Systems / UI Design
- Design thinking / Workshops
- User interviews / Surveys
- Ethnography / Shadowing
- Usability testing / Accessibility check
- Service blueprint / Experience map
- User journey / User flowcharts
- Empathy maps / User story map
- Personas / Scenarios / IA
- Product roadmap / backlogs
- Business Model Canvas / CVP

MAIN TOOLS

- Figma / Sketch / Zeplin
- Miro / Mural / Whimsical
- Keynote / Power Point
- Photoshop / POP
- Illustrator / InDesign
- After Effects / Premiere
- Dovetail / Askable
- Optimal Workshop
- Trello / Confluence / Jira
- Microsoft Office
- Survey Monkey
- MSForms
- Hotjar / Fullstory
- Google Analytics

UX DESIGN UMBRELLA SCORE //////////////////////////////////////



ABOUT ME //////////////////////////////////////

I'm a passionate designer with global experience leading design and design teams across User Research, Product and Service Design and Product Strategy. I have extensive experience on Consulting, SaaS, Research & Development, Mobile and Web Design. I'm an avid learner, therefore my professional journey comprises experimentation in different industries, design specialties and working for different companies in different countries. Diversity gave me the opportunity to vary techniques and frameworks, learning to adapt to new cultures and teams. I like challenges, getting people working together and solving wicked problems. I love coaching and mentoring teams.

COMPANIES AND ROLES //////////////////////////////////////

NCS AUSTRALIA - Principal Consultant (UX/UI/Research/Service Design) | May 2022 – Current

LATITUDE FINANCIAL SERVICES - Lead Experience Designer | Jun 2021 – Mar 2022 | Australia

PROPERTYME - Head of Product & Design | Aug 2020 – May 2021 | Australia

SKYCHUTE - Lead Experience Designer | Aug 2019 – Aug 2020 | Australia

COMMONWEALTH BANK OF AUSTRALIA - Lead Experience Designer | Feb 2019 – Jul 2019 | Australia

READIFY - Lead Experience Designer | Feb 2018 – Feb 2019 | Australia

TYRO PAYMENTS - Mobile UX/UI Designer | Feb 2016 - Nov 2016 | Australia

WALMART.COM.BR - Lead UX Designer | Mar 2015 - Sep 2015 | Brazil

WALMART.COM.BR - Lead Strategic Designer | May 2014 - Feb 2015 | Brazil

MJV INNOVATION & TECHNOLOGY - UX Design Specialist / Front-end | Aug 2013 - Apr 2014 | Brazil

PAGSEGURO UOL - Product Analyst (UX/UI) | Nov 2012 - Apr 2013 | Brazil

WALMART.COM.BR - UX Coordinator | May 2012 - Jul 2012 | Brazil

FUNDAÇÃO CERTI - UX Design Lead / Front-end | Jun 2009 - Feb 2012 | Brazil

DIGITRO TECNOLOGIA - UI Designer - Dec 2007 - May 2009 | Brazil

REDICOM - Web Designer - Dec 2004 - Jun 2006 | Portugal

CCG/ZGDV INSTITUTE - Creative Director - Feb 2002 - Aug 2004 | Portugal

VECTOR XXI - UI Designer - Jan 2001 – Dec 2001 | Portugal

HACO - Graphic designer - Feb 1995 - Nov 2000 | Brazil

NATELA SOLUÇÕES WEB - Web Designer / IA/ Front-end - Nov 1999 - Dec 2000 | Brazil

INFORMARE VISION - Web Designer / IA / Front-end - Feb 1999 - Apr 2000 | Brazil

ACADEMIC QUALIFICATIONS & CERTIFICATIONS //////////////////////////////////////

NIELSEN NORMAN GROUP | Certificate in User Experience - UX Research Specialty | Mar 2021

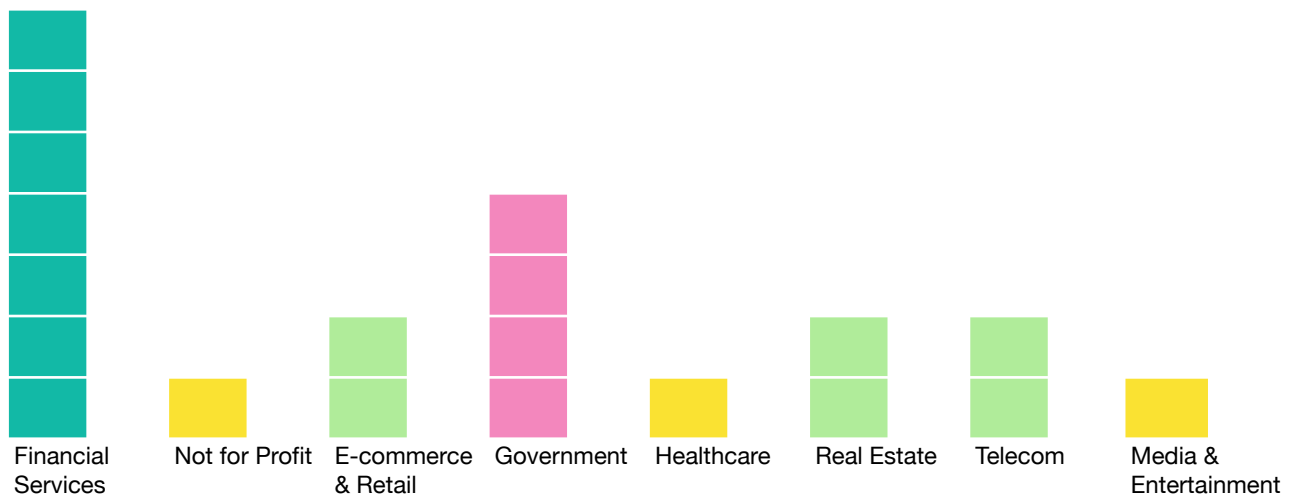
AUSTRALIAN INSTITUTE OF FITNESS | Certificate III and VI / Aug 2017

SCRUM ALLIANCE | Certified Scrum Product Owner / Jan 2015 – Jan 2017

FURB | Master's, Multimedia Technology | Portugal | 2003 – 2006

FEUP | Bachelor's, Social Communication | Brazil | 1996 – 2000

EXPERIENCE BY INDUSTRY //////////////////////////////////////



FINANCIAL SERVICES - INSURANCE, SUPERANNUATION, BANKING, PAYMENTS PLATFORM

Tyro Payments & EFTPOS Solutions - Australia

Role: Mobile UX/UI Designer

Tyro have launched its first mobile app for the iOS platform and recently formed a development team to create a native version of the app for Android. I was hired to create the design for the app what included mapping specific behaviours for the platform and differences from the existing iOS version of the app. As part of a new team embedded in development, my work also involved establishing the design operations, assets library and ways of working.

Design work: My scope of work included user research during the product concept phase in partnership with product managers to identify opportunities for new features, product strategy and market fit and during development phase to evaluate the usability of solutions. I was also responsible for recording user stories and requirements, writing research reports and recommendations. For the development team I created UI Guidelines and UI kit of customised native Android components, user interface design, low fidelity wireframes and high fidelity prototypes, that were posteriorly tested with users and validated with user groups. Developers, BAs and product managers participated in usability tests and field research as observers taking notes and contributing with their insights. Collaboration was a key part of our ways of working.

Commonwealth Bank of Australia - Australia

Role: Lead Experience Designer

Staff Deals app was founded for upgrade and as part of the new development cycle the product manager required an overview of the current experience and identification of problems and

opportunities to build a business case for the app that should include new features and strategic backlog.

Design work: I ran a two weeks project with Commonwealth Bank to produce a business case and roadmap for their Staff Deals Mobile App leading a team that included a Data Analyst and a UX Designer. Along with the product manager I conducted staff and retail partners interviews to identify what was going well and what were the current problems the users and retail partners were experienced with the app. Research results informed personas, scenarios and user journeys that were further developed in posterior co-creation workshops. Also workshops were organised to ideate on future solutions and concepts (wireframes) that were incorporated to the final business case and product roadmap.

Colonial First State - Australia

Role: Lead Experience Designer

Colonial First State was in the process of being sold by Commonwealth Bank of Australia and become a stand alone company. As part of the process it was restructuring internal teams and a new development team was created for Colonial First State mobile app along with a design team. I was hired to take over previous agency work, establish the new practice and lead the user experience design team.

Design work: I lead the user experience design for Colonial First State mobile app, established design operations and hired the new design team to be embedded with product development teams, including UX and UI designers. My scope of work also included consolidating previous research conducted by agencies, running concept tests on wireframes, documenting functional requirements and iterating on product backlog.

I worked with the business and ran several co-creation workshops to disseminate personas, customer journeys, clarify business requirements and detail features. My work also included working with the product manager on the product roadmap running prioritisation workshops with the business. With development teams I ran usability tests, tree tests and card sorting to validate information architecture, user journeys and user interface design.

Latitude Financial Insurance - Australia

Role: Lead Experience Designer

Latitude Financial was going through several issues with the Australian Securities & Investments Commission due to poor consumer credit insurance sales and claims handling. It was in the process of restructuring business operations and products and a design team was created to improve the customer experience. I was hired to lead customer research, manage external

research, map existing issues and opportunities affecting the customers' experience, support the creation, validation and concept testing of new products.

Design work: I worked alongside the Head of Customer Experience, Marketing manager and Customer Services to define new insurance products, running co-creation workshops with stakeholders to ideate concepts, customer value propositions, and user research during discovery to test market fit. The job included creating wireframes, clickable prototypes, user journeys, writing functional requirements, coordinating copy writing and creative work with an external agency and validating business rules with customer services and legal. As a full stack designer, I was also responsible for creating high-fidelity mockups and user interface design components, coordinating work with the development team and demos with stakeholders.

Aware Super - Australia

Role: Principal Consultant (Service Design)

Aware Super had recently built the Member's Experience Team and had the team consolidating years of customer research executed by external agencies. The team need help to convert existing research into an end-to-end member experience journey, identify gaps and missing information, run further research and complete their journey map.

Design work: I led the consolidation of an end-to-end members journey, from joining to retirement. My team included a UX/UI designer and I was embedded with the AwareSuper Member's Experience team. We consolidated existing research and conducted in-depth interviews to fill in the gaps and design the end-to-end member experience journeys for all different stages of members lifecycle.

The journeys included all interactions with Aware Super, digital touch points and channels. Research report and journeys were customised to inform multiple teams in the business, including customer services, help desk, marketing and digital products. The final deliverables included documented research findings, user journey maps, key moments, pain points, opportunities and recommendations for the business. An interactive member experience journey map was created in Figma and also converted into a clickable PDF version.

PagSeguro - leading one-stop payment solution for Latin America operation - Brazil

Role: Product Analyst (UX/UI)

PagSeguro is a payment platform and when I joined the company the design team was already mature as well as the product. I worked on both customer face and employee platforms providing wireframes and user interface design to multiple development teams.

Design work: Creating information architecture for a SaaS platform and website. I worked with business analysts, content creators and product managers on new features from concept (wireframes) to high-fidelity mockups and user interface design. My work also involved documenting functional requirements and user interactions for the development teams, creating user flows and clickable prototypes. I created user interface design of new features for multiple cohorts and systems, for the customer's portal and business operations, and for multiple modules of the payment platform as well as for API integrations.

SulAmerica Seguros - second largest Brazilian insurance company - Brazil

Role: User Experience Design Specialist

SulAmerica Seguros hired MJV Innovation & Technology service design team to digitise their clinical audit and report's processes at hospitals. I was brought to the project after initial user research conducted by the team and with them I built an optimised user journey and created a high level concept of a digital solution.

Design work: I conducted co-creation workshops with the service design team and together we created user journeys and concepts based on insights and recommendations from user research. I was responsible for documenting functional requirements, translating field research findings and observations into wireflows, detailing interactions and high level functional requirements for a clinical audit and reports mobile app for tablets.

NOT FOR PROFIT

World Bank Group - largest and best-known development bank in the world - USA

Role: Lead User Experience Designer

Certi Foundation was a research and development partner of the World Bank Group that was about to launch in Brazil an augmented reality game to engage kids and teenagers into social and educational initiatives for waste management in under developed cities in Brazil. Our team was responsible for testing engagement and adherence.

Design work: We were supplied with concepts and content for the augmented reality game and those were taken to user testing and research. During the project I worked with educationists and augmented reality specialists conducting research with older kids and teenagers.

The game consisted on storytelling, test completion, social interaction and team building. Simulations in real world mixing online and paper prototype were used to test the concept. The game was multi platform involving online web interactions and multimedia messaging services. The

user research findings reported insights and recommendations for the educational content, game playability, usability and feedback on characters.

E-COMMERCE & RETAIL

Walmart.com - multinational retail corporation and marketplace - Brazil

Role: Lead User Experience and Strategic Designer

Walmart ecommerce in Brazil was quickly expanding their marketplace and operations requiring better user experience to achieve best conversion and NPS rates in a very competitive market. The user interface design team was already formed for the public website but they needed new teams to run user research and work on UX/UI for internal software including product catalog, B2B and other in-house tools. I was hired to establish three teams: user research, UX/UI for internal tools and taxonomy.

Design work: I established the user research practice, hired the user research team, created and led the UX/UI design team for internal systems and created and led a taxonomy team. I introduced user centered design and design thinking practices in the business and ran multiple workshops with development squads and marketing. I defined approach, tools, templates and processes for user testing for the e-commerce website and mobile app and led user testing, information architecture and user interface design for internal tools. My teams worked for development teams in multiple squads. Our approach was a mix of Lean UX and traditional UX. We worked in agile and waterfall, adapting our approach accordingly.

Brazil Magazine Luiza - Brazilian's biggest retailer - Brazil

Role: User Experience Design Specialist

Magazine Luiza offered customers furniture assembly services by appointment but their current operations were reported as extremely slow and inefficient what was generating high volume of complaints to customer services and high cost for the business. MJV Innovation & Technology was asked to redesign and digitise their current operations, providing a mobile app to be used in-site by furniture assemblers.

Design work: During a four weeks project, I worked with the design team to create a mobile app for furniture assemblers. Our work started with stakeholders' and user interviews to understand the need and existing processes. Insights of preliminary research were used to plan sub-sequential in-depth research that included user interviews and shadowing. We shadowed furniture assemblers and operations teams for one week to map user journeys, personas, internal processes, business rules and functional requirements.

We ran co-creation workshops with product and operation teams, furniture assemblers and business stakeholders to ideate on solutions. Solutions were matured into high-fidelity prototypes that were tested with furniture assemblers. And the final deliverable was a high-fidelity HTML prototype in Bootstrap along with documented functional requirements. I was hands-on in all stages of the project and was personally responsible for producing user journeys, wireframes, personas, documentations and HTML prototype.

GOVERNMENT - UTILITY, EDUCATION, DEFENCE

Services Australia / myGov - Government Services - Australia

Role: Principal Service Designer

myGov Digital Products team needed visibility of all systems, processes, teams, communication channels and user interactions intersecting with myGov across the multiple platforms to coordinate change and support decisions based on a better understanding of current state.

Design work: During a 12 weeks project I lead the service design team and coordinated project planning and delivery. I led stakeholder's interviews with teams in data, content, delivery, operations, change management, customer support and business. I co-created service blueprints and research reports.

Sydney Water - Australia

Role: Lead User Experience Designer

Sydney Water was about to redesign their employee experience as part of Sydney Water digital transformation and Readify design team was engaged to map the existing employee experience, understand the impact of the digital transformation on employees and design the future employee experience journey.

Design work: I was part of the design team conducting workshops and creating visual artefacts to document research findings. When I joined the employee research was already finished and research findings were being converted into personas, employees experience journeys and moments that matter. I was responsible for creating persona's cards, illustrations and visual employee journeys.

Besides mapping the experience and creating sharable artefacts to educate the business it was also in our scope organising showcases at Sydney Water to evangelise the business. We organised physical showcases and cocktails for what employees and stakeholders were invited. I was responsible for creating A1 posters with personas and employee journeys that were placed on the

walls for the events. I was also responsible for the editorial and art of the final report printed in B5 format and edited in Adobe InDesign.

Ministry of Education - Brazil

Role: Lead User Experience Designer

The Ministry of Education was planning to launch the Student's Portal, an educational website aiming to aid public schools with educational tools. The portal would contain several modules for social interaction between students, online collaboration on documents and presentations and a library. Certi design team was hired to run user research at public schools, define scope with the Department of Education and create a conceptual prototype to test with students.

Design work: I led scope definition workshops with product manager, designers, educationists and stakeholders and posterior workshops for feature prioritisation. Our approach for research involved ethnographic studies, systematic observations and usability tests on prototypes. I participated as observer partnering with a lead researcher and in house educationist. The work also involved competitors analysis and web observations of pilot implementations. As a full stack designer, I also worked on creating wireframes, high fidelity user interface design, illustrations and front-end development.

Ministry of Defence - Public Security - Brazil

Role: Lead user Interface Designer

The Ministry of Defence required a solution to enabled the official authorities to monitor and analyse material and information sent in real time, providing additional intelligence for investigations. And a system that enabled the conversations of intercepted targets to be transcribed and analysed. When I joined a desktop solution was already in place and the whole system was being converted into a web application. New modules where being specified and detailed in use cases.

Design work: I worked with business analysts, product managers and developers translating use cases into user flows and wireframes. At the time there was also a prof of concept work happening to test javascript and flash platforms and I was working with developers customising themes and CSS styles. I created high fidelity mockups based on existing components e customisation of themes and worked closely with developers to create custom user interaction and components.

HEALTHCARE

Gold Coast University Hospital - Australia

Role: Lead Experience Designer

Gold Coast University Hospital needed a technology and design partner to assist co-designing and developing a Patient Care App. During seven weeks Readify partnered with GCHHS to deliver a functioning prototype providing clinicians with timely information, integration of clinicians workflows, clinical context, streamlined communications, tracking on status of patients and tasks.

Design work: In this project I partner with a Readify software developer and GCHHS product owner during the product discovery phase and led user research and co-creation workshops. In-depth interviews were conducted with pharmacists, physiotherapists and hospital admin stakeholders to further understand the problems associated with different roles and the overall clinicians' experience. The research also included shadowing doctors in the Paediatrics wards during rounds and morning handover observing and mapping the current procedures, clinicians tasks and pain points.

I partner with the software developer and GCHHS product owner to conduct applications walk-through and assist them mapping data type and format. And I ran co-creation workshops for definition of personas, user journey mapping and low-fidelity prototypes. After workshops I refined features and user flows, created a detailed high-fidelity user interface design and clickable prototype that were handed over to the development team for implementation.

REAL ESTATE

PropertyMe - Australia

Role: Head of Product Design

PropertyMe was growing the business while creating an ecosystem-driven product portfolio with new tools and mobile solutions to connect property managers, sales agents, tenants and property owners. New and existing products in the business roadmap required prioritisation and the newly created design team was assigned to inform decision making, establishing user centered design and research practices. The design team was also responsible for designing new features for existing products and working with the leadership on new products from discovery to delivery.

Design work: I structured, led and coached the design team. Established the product design and research process in collaboration with tech leads, business analysts and product manager. I introduced new tools, cross teams collaboration and new product design techniques and championed user-centred design from discovery to delivery. I identified future opportunities and areas for improvement through continuous engagement with customer support, user and stakeholders.

My contribution to the overarching product portfolio strategy and roadmap included hosting collaborative sessions to facilitate creativity, problem framing, and alignment across the

organisation. I coached designers and other teams around user experience and developed best practices, design systems, principles and guidelines to maintain a high bar of quality and consistency within product design and strategy.

BuyMyPlace - Australia

Role: Lead Experience Designer

Property technology company, BuyMyPlace has secured a new key investor KordaMentha Investments ahead of its public listing and needed help to design the BuyMyPlace portal, which helps homeowners sell their properties online without paying commissions to property agents. I led the design team to create the user experience and portal from strategy, to discovery and delivery.

Design work: I led and executed the design of the new platform. I organised collaborative workshops with stakeholders, product managers and Skychute teams and supported the team on the creation of a product roadmap, release plan and product backlog. I led inception, co-creation workshops and documentation of user stories in Jira to detail requirements and define priorities. I worked on the UX/UI design from discovery to delivery, from early design concepts to high fidelity prototypes, co-creating and maintaining the components library of a design system.

TELECOMMUNICATION

Optus & Singtel - Australia

Role: Principal Designer

Gaps & disconnects in the procurement experience were making it difficult for employees to navigate their way through the end-to-end process and complete their tasks. There were many systems & support teams involved with multiple ways to perform tasks, leading to confusion & inefficiency. Singtel & Optus envisioned providing a unified procurement platform that offered seamless and consistent experience for employees.

Design work: I led the NCS Australia design team and coordinated activities with NCS Singapore design team to map the end-to-end Singtel and Optus employee experience and procurement journey. During user research we identified overlaps in the processes between Singtel and Optus, specific usage of systems and common use cases.

We ran co-creation workshops with stakeholders and employees to validate personas and journeys, to identify local optimisations of systems, uncovered user flows and best practices. Our final report also includes user stories and prioritisation based on critical pain points for employees.

MEDIA & ENTERTAINMENT

Big Red Group - Australia

Role: Lead User Experience Designer

After acquiring multiple brands as part of the experience market place, the Big Red Group was going through a complete redesign of their systems, business, customers and partners experience.

Design work: I worked with the UX Manager at the Big Red Group to establish new ways of working for the design team which was embedded with recently formed development squads and I led product design work for the Supplier Hub, unifying the supplier experience for Red Ballon, Adrenaline, ExperienceOZ and Lime&Tonic.

I assisted the product manager with workshops to defined product strategy, roadmap, backlog and ran user research to map the current supplier's experience. I created and validate wireframe concepts and user flows.

OiTV Channel 23 - Brazilian broadcasting & media production company - Brazil

Role: User Experience Design Lead

OiTV design and development teams needed help to design their interactive TV guide of set-top box software, information architecture, look and feel and run usability tests with users.

Design work: I worked with Certi's product manager and client's design and development teams, running co-creation workshops and led Certi's design team to create information architecture, user interface design and interactions, conduct competitor's analysis, usability tests and expert reviews and write documentation of requirements and behaviours.

MISCELLANEOUS - WEBSITES

In-house & Freelance work - Portugal, UK, Qatar

Role: Web designer

From two years I worked with several clients creating websites to establishing their online presence, e-commerce and online customer service practices. Websites for: Fujifilm Portugal, Segafredo Zanetti, Leica Camera, Jumbo Supermarkets, Salsa Jeans, Colunex Mattresses & Pillows.

Design work: I was responsible for briefing clients, creating information architecture, content strategy, copy writing, branding, creating visual design, illustrations and flash animations.