

# Luke Warda

## User Experience & Product Lead

### CONNECT

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### EXPERIENCE (continued)

JULY 2013 - PRESENT

#### Monitise Create

##### Senior User Experience Designer - Mobile & Tablet Lead

Lead user experience delivery for key projects including the most downloaded sports app of 2014 for FIFA, multi-platform booking system for Whitbread's Premier Inn, as well as UK's first gift finder app for Not On The High Street, and Live Chat for NatWest. Improved project delivery processes by unifying documentation conventions, propagating prototyping and usability testing at crucial stages of delivery, lowering design waste by facilitating communication between VD, UX and Development, assisting UX practices throughout the enterprise, and conducting workshops with clients and colleagues.

- Involved in inception, design and delivery the FIFA World Cup companion app for iOS and Android. Based on a concept of a global stadium, the app united 3 billion fans at crucial points of the tournament. By the end of the tournament the app was downloaded 28 million times, generating 2.5 billion screen views, becoming a number #1 app on both Apple and Play Store in over 200 countries. Rich story telling components helped modernise the FIFA brand.
- Lead experience for Premier Inn Booking App incorporating in app Check-in, Passbook & Samsung Wallet, as well as Booking management and product cross-sell. The app doubled conversion for Whitbread and was featured in several online publications. Subsequently Monitise was invited to help ideate and deliver the HUB, a digital hotel fully controlled by mobiles and wearables.
- Lead experience for Not On The High Street, an online Catalogue with Smart Shopping Advice, fully customisable product and Interactive in-app customer support.

JANUARY 2011 - APRIL 2012

#### Brand Fever

##### Product Designer

Responsible for product design, web apps, desktop and mobile solutions, working to a client brief, creating wireframes with annotations, story boards, use cases, user journeys, developing user-centered design practice. Also conducted several branding projects that involved Visual Design.

FULL EMPLOYMENT HISTORY:

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### AWARDS

#### WEBBY 2015

FIFA World Cup App for  
Best Sports App -  
Runnerup

#### FOOTBALL BUSINESS

##### AWARDS 2014

FIFA World Cup App for Most  
Innovative Use of Technology  
award - Winner

#### THE DRUM DESIGN

##### AWARDS 2013

Not On The High Street App for  
App Design of the Year - Nominee

#### BURBERRY ICON

##### AWARDS 2015

For team work and dedication to  
excellence in delivery - Shortlisted  
from a pool of 50,000 employees

### INTERESTS

Printmaking  
Modern Art  
Video Art  
Music History  
Documentaries

### EDUCATION

2008 - 2010

#### Northeastern Illinois University

Graphic Design & Printmaking courses

2003 - 2010

#### University of Warsaw, Poland

M.A. English Philology