

User Experience & Product Design Lead

London based User Experience & Product Design Lead with 10 years of experience in design and usability, team lead for award-winning Mobile, Tablet & Web solutions that satisfy consumers’ needs, champion technology use, as well as fulfil commercial and brand requirements for major international companies. Architected, designed, tested and delivered high-profile customer facing applications, as well as complex internal systems using native, web, and hybrid technologies. Developed, lead and line managed small and medium size teams of product designers responsible for projects with global audience. Encouraged transparency, collaboration, skill-sharing and entrepreneurship. Improved delivery processes, ensuring outstanding quality deliverables on time and budget. Passionate about building products, mentoring talent, and acquiring skills.



EXPERIENCE

BURBERRY
Senior User Experience Designer - Mobile & Tablet Team Lead
July 2013 - present

Responsibilities divided between leading the mobile product design team, delivery of pivotal mobile & tablet projects, helping shape the digital roadmap, propagating UX principles across the business, as well as managing user experience practices. Work daily with business, digital commerce, insights, management and design to secure successful delivery of innovative and delightful solutions that cater to user needs and brand requirements.

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SKILLS
Design Direction
Team Leadership
Product Direction
User Experience Direction
Mobile & Tablet Design
Web Design
Usability Testing
Insight & Analytics
Interaction Design
Motion Design
Prototyping
Planning

AWARDS

WEBBY 2015 -
Best Sports App
Runnerup

FOOTBALL BUSINSS
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

PARSONS NEW
SCHOOL FOR DESIGN
2010
Dean’s Scholarship for
MA in Graphic Design

- Lead UX for Mobile & Tablet initiatives - two critical projects for Burberry, connecting the global luxury giant with modern luxury consumers. Since launching in November 2014, mobile & tablet are responsible for nearly half of the digital turnover and attract the majority of customer interactions with the brand, making it the most successful digital launch for the brand ever.
- Managed a team of designers responsible for delivery of cross-platform projects and features that successfully balance brand and user needs and are commercially sound.
- Assisted setting up external and in-house usability testing practice to ensure validation and insight become an essential part of delivery cycle.
- Entrusted with restructuring delivery process by forming cross-functional teams to ensure project completion ahead of peak seasons.
- Promoted prototyping and coding for designer as well as close collaboration with development to ensure ideas proposed can be built within specified timeframes, improving schedules and budget.
- Cooperated with Product Management on prioritising the scope of deliveries, making sure that small and medium improvements are aligned with long term project plan and brand vision.

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