

**Luke Warda**

# User Experience & Product Design Lead

EXPERIENCE (continued from previous page)

## MONITISE CREATE

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

May 2012 - July 2013

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 time, 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.

## BRAND FEVER

### Product Designer

January 2011 - April 2012

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: [uk.linkedin.com/in/lukewarda](http://uk.linkedin.com/in/lukewarda)

## EDUCATION

### NORTHEASTERN ILLINOIS UNIVERSITY, USA

#### Graphic Design & Printmaking courses

2008 - 2010

### UNIVERSITY OF WARSAW, POLAND

#### Graphic Design & Printmaking courses

M.A. English Philology

## CONTACT

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## TECHNICAL SKILLS

MAC / PC

Sketch

Adobe Suite

Principle

Framer Studio

Origami

HTML/Javascript

Swift/Objective-C

Git

Google Analytics

Test Flight

JIRA / Slack

Pixate

Omnigraffle

## TRAINING

Team leadership

Mentoring talent

Presenting with Impact

Management

## INTERESTS

Printmaking

Modern Art

Video Art

Music History

Documentaries

Karaoke!