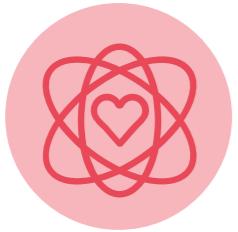


who am I?

expertise



Customer, employee & brand analysis

Defining the issues & pain points within these 3 pillars of an organisation, forms an understanding of people and the ways they work together. Open & honest reflection from a mix of individual perspectives and supporting evidence (data), help re-frame the environment.



Interdisciplinary design

CRAFT is how the work gets done. From concepts to pattern libraries, applications to platforms, strategy to researched learnings. My experience has enabled me to not only execute, but to train others at an expert level in multiple domains of practice.



Education, training & mentoring

Support & guidance are important to assist design practitioners transition through problem solving and onto their next opportunity...usually via career development. There is a gap where senior experienced design leaders should be sharing and aiding less experienced design devotees...that's why I founded 'enMaaS'.



Consultancy & Management

'Guns-for-hire' is no longer applicable for teams who are truly invested in solving problems together. I like to gather a variety of tools & methods and help people 'lean in'. The best possible outcome is that driven teams are framing their own way of working...together, to achieve a collective goal.

JASON DAVEY



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<https://jasdavey.myportfolio.com>



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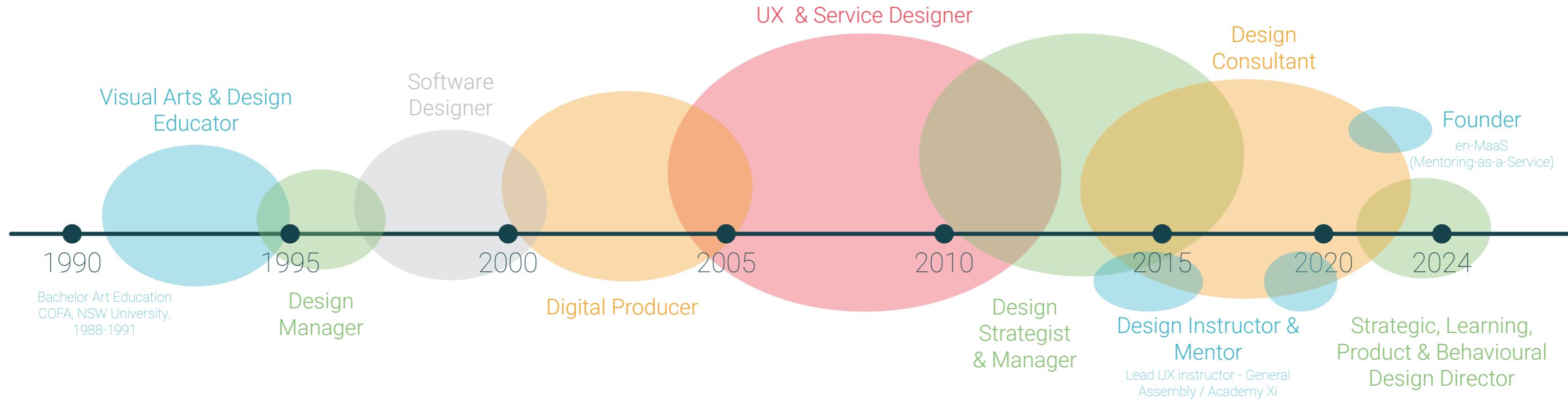
+61 412 659 697



I'm passionate about understanding people – specifically about what triggers emotional behaviours & physical responses that are uniquely displayed when interactions are made within digital & physical channels....and then designing actionable solutions that are fit for purpose.

when have I?

career timeline



who have I?

industry



CX/UX DESIGN LEAD

Aug 2019 - Oct 2019

A contract role to provide Human centred Design (HCD) expertise for the Customer Experience team in Banking Financial Services division in Macquarie.

Analysis

- Business analysis
- Logic maps & current state process maps

- Stakeholder coaching & workshops

- Design team colleague coaching & mentoring

- Human Centred Design (HCD) Training for multiple teams across the business

Culture



key engagements & achievements

EVERLEDGER

DESIGN STRATEGIST

Nov 2018 - Apr 2019

Everledger is a blockchain company that helps businesses, society and our planet advance by creating and maintaining ecosystems of trust, delivered through original, breakthrough and highly scalable emerging technology solutions, underpinned by identity, trust and transparency.

- Strategic design
- Information visualisation
- Ecosystem design and structure
- Presentation and information asset creation
- Stakeholder workshops

Digital Vault

Chubb

Digital Vault is the conceptual journey illustrating the provenance journey of an object and the implications of the physical and digital versions of that object.

- Customer journey map – illustration
- HTML landing page – design & creation (Wordpress site)
- Stakeholder interviews

Capability

Local Buy

Local Government Procurement - Peak Services

Council's spend an estimated \$3.9B p.a. (FY17) on procurement, Local Buy currently throughputs 10.4% (\$405M FY18).

Larger councils have their own procurement functions...and in the future, Local Buy will become the trusted place for Councils to source procurement needs at low risk, low cost, high value, high probity.

- Stakeholder workshops
- Ecosystem visualisation
- 3 x journey maps: council, supplier, auditors
- Strategic direction
- Board paper & presentation – content layout & visual design

Capability

HUMAN RIGHTS inCHILDBIRTH

DESIGN & DEVELOPMENT LEAD

Feb 2019 - May 2019

This contract role required an initial assessment of the current website (small amount of research & business analysis) and a strategic recommendation for the next iteration of the organisation's online presence.

<https://humanrightsinchildbirth.org/>



[View site](#)

Capability

- Brand identity – logo design
- Creative direction & execution: mood boards, navigation, mobile-first



- UX Design: design research, stakeholder research, content strategy – remote workshops with stakeholders across 3 continents

- Wordpress design & development: re-launch mvp1.0, core functions & content

Capability

MYVISION

DESIGN LEAD

Aug 2018 - Jan 2019

Contracted via The Privileged Few (theprivfew.com).

The existing app was 6 years old and VisionPT clients were rapidly becoming disengaged in usage.

- Implemented a 'test & learn' approach to the development of new concepts for the app

- Adopted a 'lean' design research approach, focussing on the behaviours of trainers and clients around communication as the key theme for MVP v1.0

<https://apps.apple.com/au/app/myvision/id1461705704>



Available on the App Store

- UX Design
- Design research – clients & trainers
- Stakeholder presentations
- Concept testing – 4 x rounds
- Pattern library
- UI design

who have I?

industry



DESIGN PRINCIPAL

Jan 2017 - Aug 2018

Over a 12 month period:

FromHereOn partnered with BT Technology in the summer of 2017 to start a transformation journey to simplify the IT organisation and to enable a more modern, insight-driven and collaborative way of working that delivers better experiences at a reduced cost.

- Reduced cost of IT service delivery, fully recovering Da Vinci investment in year 1 with expected savings to grow to 100's millions over subsequent years
- Significantly reduced the culture risk stemming from workforce changes
- Engaged 13,000 staff in 6 months

- Reset the perception of IT, creating a customer-centred mindset to be 'in service of...'

- Trained more than 100 key staff and early adopters
- Trained BT trainers to take over the effort
- Created the Centre of Excellence and transitioned to BT staff



CX PROGRAM LEAD

Jan 2015 - Jan 2017

The function of this role is to assist in the leadership of the Business and Corporate Program for the Customer Experience team within AFS Digital.

The focus of the role includes:

- Design oversight, coordination and direction of financial digital product development across multiple projects within the Program
- Ensure alignment to customer experience strategy / vision at a program level
- Ensure design & product teams are using a consistent approach and are able to adapt to change effectively
- Support and facilitation to ensure knowledge sharing and cohesion across design, product & development teams, both within the program and between programs
- Foster alignment and consistency across all programs by collaborating with GEL team and all CX programs
- Coaching design and project teams to understand and use both the CX Customer Centred Design (CCD) methodology and agile practices effectively
- Hands-on design through workshops, design jams, research participation etc. as required across the program
- Storytelling, stakeholder management and influencing up to C-suite level within the organisation

Design Lead – 'Start' > 'Wonder'

- Mobile app released 14 Apr 2016
- 17,176 customers onboarded in the first 4 weeks
- 226 new home loan opportunities automatically created for new & existing customers

Design Lead – Customer Service Hub

- Defined strategic end-to-end service journeys (customers & employees) – multi-brand + multi-products
- clear articulation of the strategic story and alignment of opportunity areas for further investigation

HEAD OF DIGITAL

Jun 2014 - Dec 2014

- Providing Digital Strategic direction for multiple market units across Bupa ANZ and UK - Health Insurance, Health & Care Services, Aged Care Services, International Insurance

- Driving 'mobile-first' design & development approaches for all new initiatives across multiple market units

- Creation of the first phase of a co-onshoring Digital production strategy model - ANZ & UK

- Completion and launch of Quote & Buy (Health Insurance web application)

- Introducing a more visual management style on projects by utilising web-based process, information sharing and project management tools - such as 10000ft, Confluence & Jira

- Initiating collaborative decision making & direction for the Solution Architecture teams in UK & AU - to help investigate all viable options for Bupa Identity Management

DESIGN MENTOR

Jun 2015 - Innovation Lab

Semi Permanent hosted Innovation Lab with Telstra, connecting 100 emerging creative minds with 26 elite mentors inc. Billy Sorrentino (Creative Director @ Wired) in a two day collaborative workshop aimed at enabling and empowering the millennial generation.

The 2 day workshop was the initiator for the 'Telstra Imaginarium' where Australia's brightest minds are offered support & advice to extend their creative thinking abilities.

<https://beta.semipermanent.com/projects/telstra-innovation-lab>

Sept 2015 - Project Hipster Imaginarium pre-select

This 2 day workshop was the pre-selector for the 'Telstra Imaginarium' where Australia's brightest minds are offered the opportunity to extend their design thinking skills and compete for a place in the imaginarium problem-solving incubator.

how do I?

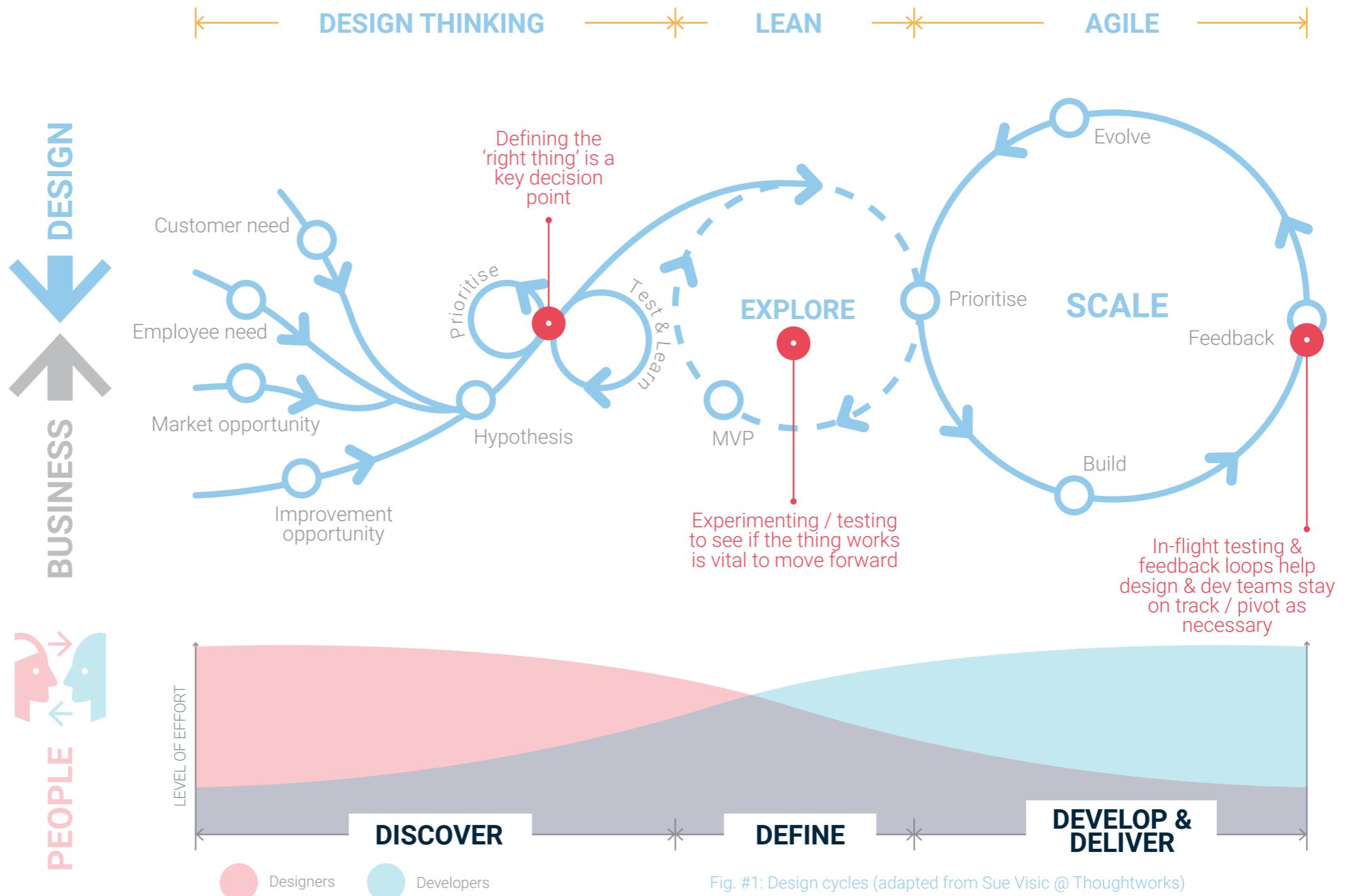
NEEDS-DRIVEN APPROACH TO INNOVATION

Typically, design-led initiatives achieve conceptual validation (addressing painpoints of customers & employees), but have difficulty transferring into actual 'delivery' implementation cycles. Business value assessments are vital to ensure the conceptual direction is viable.

In most cases, business driven outcomes tend to lead initiatives and frame technology as the answer to customer problems. Researchers & Designers are required here to balance and frame the customer needs first.

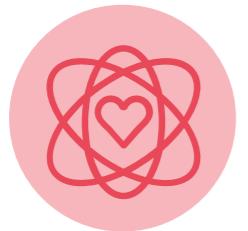
When teams are 'forming & storming' around problems/opportunities, it's important that distributed tasks are relevant to the 'jobs to be done' – i.e. less time is needed from the developers at the beginning of the project – & visa versa.

An efficient design approach and methodology that is supported by continuous improvement (constant research), executes in a series of 'loops'. In 'portfolios' of work, multiple loops run concurrently...whilst data & insights are available to all teams at all times.



what I use...

tools



Customer, employee & brand analysis



Service Design & Management Customer Experience Design



Interdisciplinary design



Business Design strategy



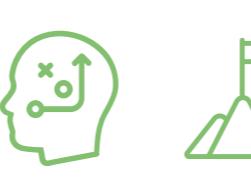
Information architecture



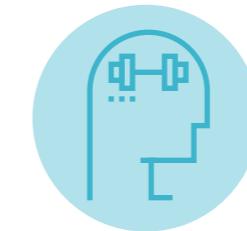
Service & User Experience Design



Information management



Strategic planning Business process planning
Data integrations



Education, training & mentoring



Creative Team leadership
X-Functional team – design sprint coaching



enMaaS
Mentoring-as-a-Service
Startup founder Startup Mentor



Consultancy & Management



Relationship management
Digital Project Management

Frameworks



Maturity models

Service Maturity Model - John Harrison: Service Strategies



Software - visual & motion



Software - interaction & prototyping



Software - data, integration & communications

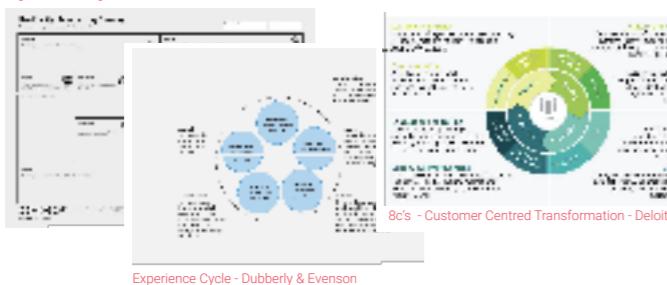


Software - projects & knowledge



Canvases

Digital Marketing Canvas



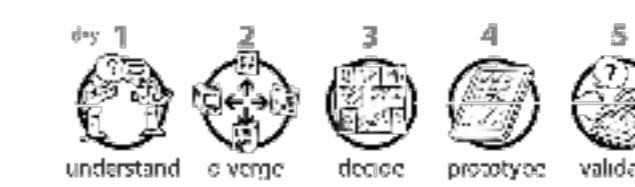
Experimentation / Validation



Canvases



Rapid prototyping framework



Design Sprints methodology - Jake Knapp

Languages



Code-based prototyping



Site development

Application development