

My role as Head of Design

Management

- 1. Shared sense of purpose
- 2. Focused, empowered leadership
- 3. Authentic user empathy
- 4. Understand, articulate and create value

Output

- 5. Support the entire journey
- 6. Deliver at all levels of scale
- 7. Establish and uphold standard of quality
- 8. Value delivery over perfection

Stakeholders

- 9. People focus approach
- 10. Build a safe and healthy feedback environment
- 11. Foster a collaborative environment
- 12. Manage operations effectively

The team

Design Leadership



Product Designers



UX Research Design



UX Content



Design Director

Principal Designer

Product Designer

Sr. UX Researcher

Sr. UX Copywriter