

My role as Head of Design

Management

1. Business case
2. Define Success metrics
3. Set deliverables
4. Manage the design and product
5. Steer the working group

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. Alignment around experimentation strategy
10. Create visibility cross Attractions Stakeholders
11. Report up to Attractions Business with Pproduct
12. Manage implementation effectively with Engineering
13. Delivery business progress

The team

Design Leadership

Product Designers

UX Research Design

UX Content



Senior Design Leader



Lead Designer



1 Sr. Product Designer



1 Sr. UX Researcher



1 Sr. UX Copywriter