

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 health 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