



## A BIT ABOUT ME

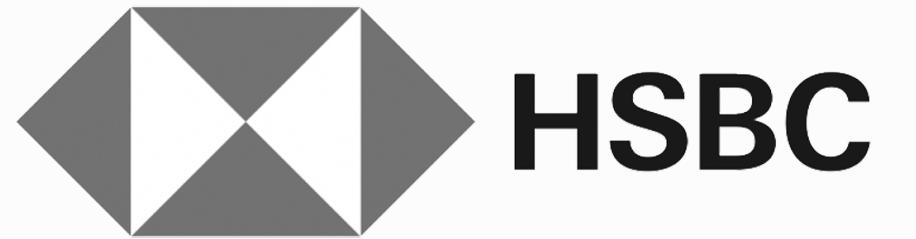
**Well hello there,  
nice to meet you**

Throughout my life I've enjoyed building things. I can now luckily say that I do that for a living, I help teams of people from different disciplines, come together to solve problems and build solutions to help make peoples lives better.

## MY WORK

# The past 5 years

Since 2015 I've been working with the brilliant people at Red Badger. A digital consultancy where we embed ourselves within our clients offices, partnering with them to deliver better experiences for their customers and bring user-entered design to the heart of their business (well try to anyway).



FINANCIAL TIMES



*News Corp*



**LOOKING FOR**

**I'm not asking  
for much....**

I WANT TO

# Help make people's lives better

I know I've had a good day when I go home and am able to say that I've made a positive impact on someone's day. Whether that be a user I've spent a day speaking to or UX designer that I'm mentoring. What gives me most satisfaction is helping people around me.





I NEED

# Empowerment

I'm learning more and more about the importance of trust and being accountable for your decisions as I believe this is what helps designers grow. I want to find a company where I'm given air cover from the leadership team to solve customer problems, deliver outcomes and celebrate the failures just as much as the successes.

I ENJOY

# Learning things from great people

There's still so much I want to learn and just not enough hours in the day. Being a part of a company that values constant learning is something I want to be a part of.



I CAN OFFER YOU

A well rounded  
designer\*

\*I'll explain in more detail

## MY SKILLSET LOOKS LIKE THIS

User Research



Service Design



Visual Design



Interaction Design



1 = Good understanding of the field

2 = Practiced under supervision

3 = Independent practitioner of this field

4 = Supervises others

5 = Pioneer of new ways of working

4

4

#1

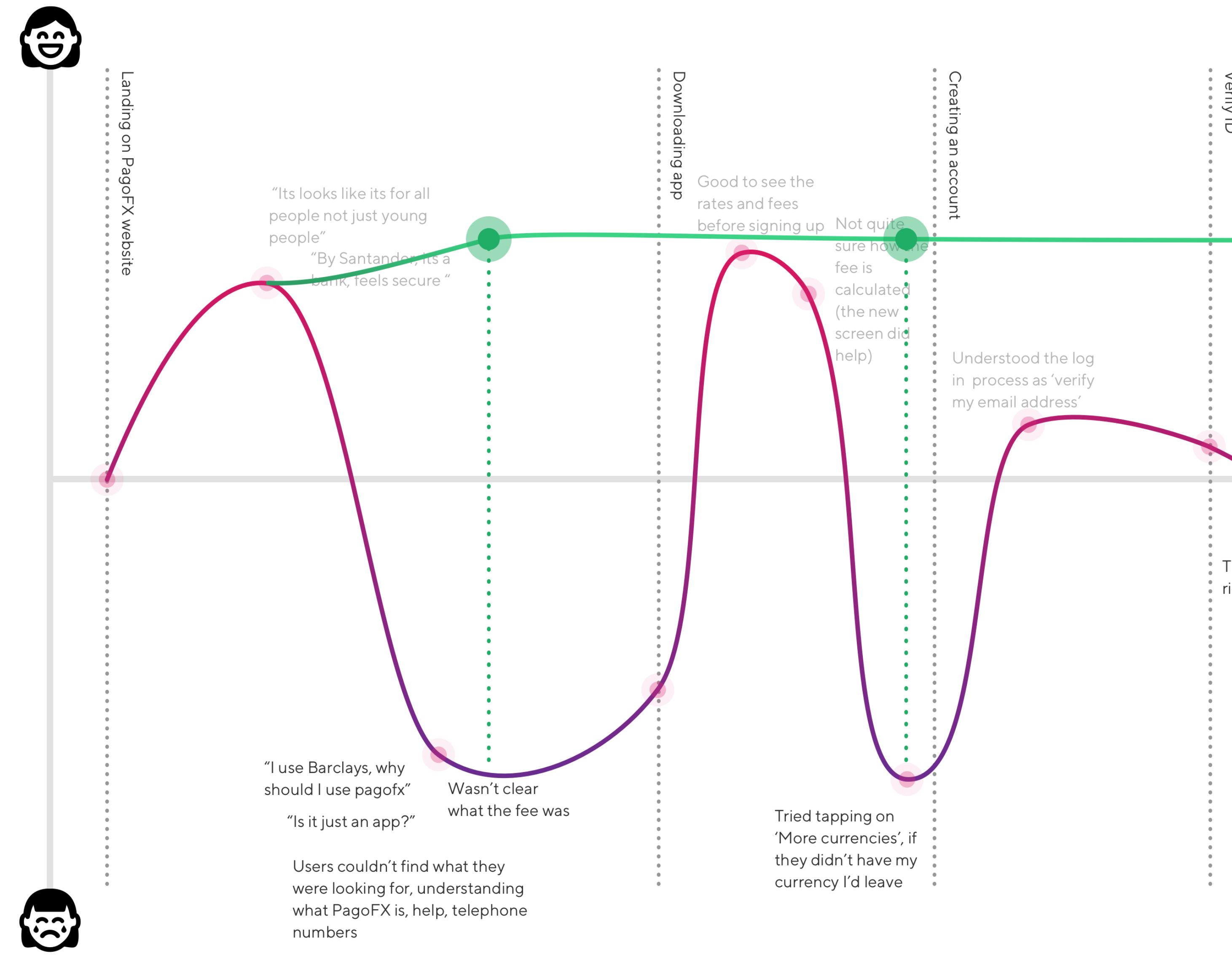
# Empathise

## Customer Journey Map

Identifying pain points in the current journey for PagoFX

December 2019

## PagoFX Native App: Customer Journey Map



#2

# Define



## Grouping key customer issues

The output of an affinity mapping session I ran with the UXD team at PagoFX  
September 2019

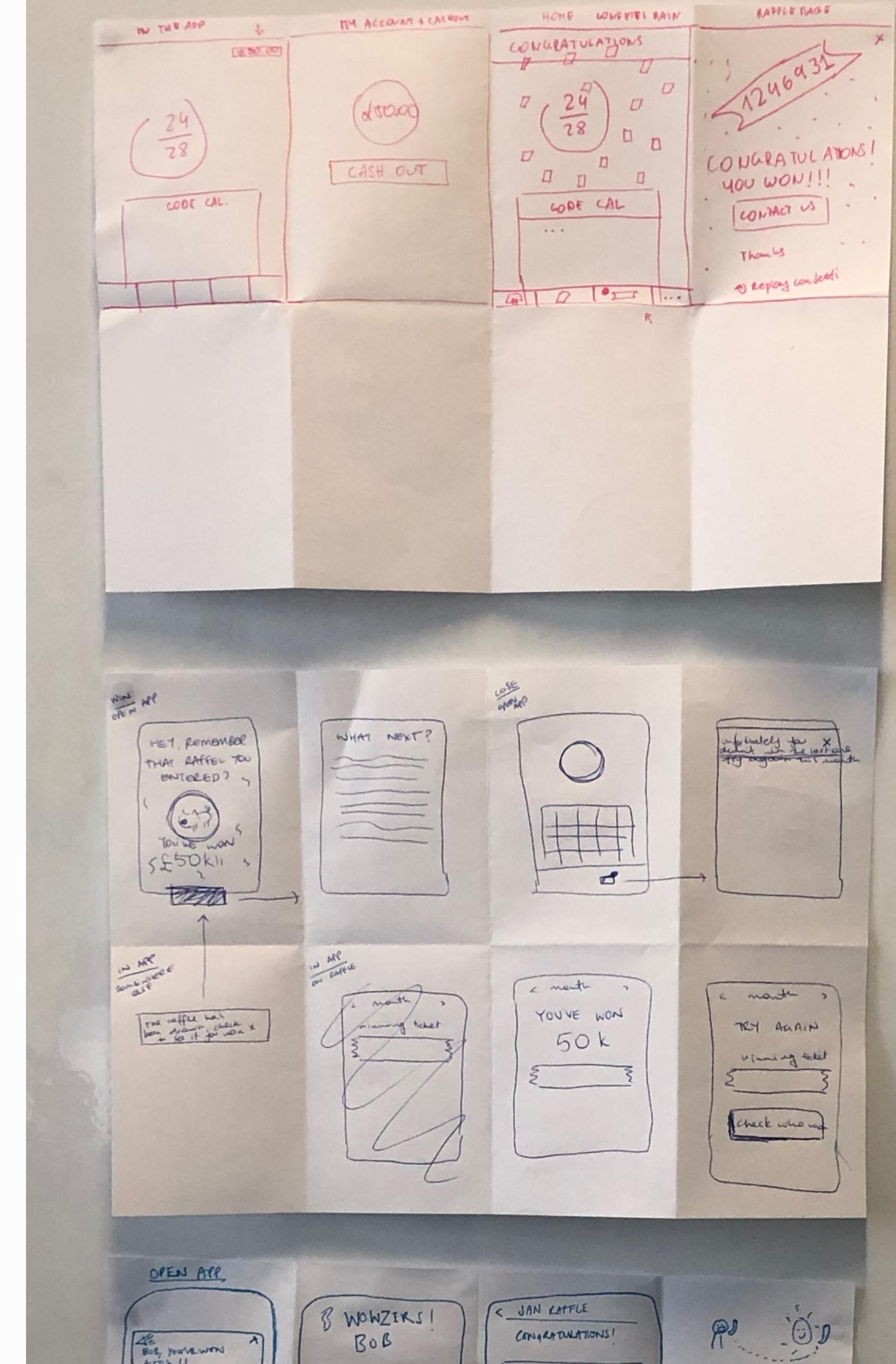
#3

# Ideate

## 'Crazy 8's'

The team's ideas for a way to visualise codes collected by readers at News Crop.

November 2018



NAME  
LOG IN  
SIGN UP  
PAGE

LOG IN / SIGN UP PAGE

CALENDAR  
BADGING +  
COMPETITI



#4

# Prototype

## Learning how to test voice UI

An internal ‘product’ away day, where we learned about the nuances of language and how to prototype and test conversations.

August 2019

#5

# Test

## User research lab at PagoFX

I established a bi-weekly cadence of user research, getting product owners and developers to take part as note takers.

January 2019



#6

# Implement

## UI component library

I paired with developers to ensure we created a scalable, reusable component library for an internal tool at PagoFX

March 2019

The screenshot shows the Storybook interface. The top bar includes the Storybook logo, a search bar with placeholder text "Press '/' to search...", and a three-dot menu icon. The left sidebar contains a navigation tree with categories like Appbar, BreadCrums, Buttons, Card (with sub-options for default, with content, with content and header, with warning validation, and Card with link), CardVariations, statusIndicator, Error, Grid, Icons, IdVerificationForm, List, Loading, Logo, Message, Timeline, PaymentFxDetails, PaymentStatus, PaymentTimeline, PopoverButtonMenu, Sidebar, Snackbar, Tabs, and Typography. To the right of the sidebar, there are several examples of typography and button styles:

- h1. bold**, **h1. normal**, **h1. lighter**
- h2. bold**, **h2. normal**, **h2. lighter**
- h3. bold**, **h3. normal**, **h3. lighter**
- body1. bold**, **body1. normal**, **body1. lighter**
- body2. bold**, **body2. normal**, **body2. lighter**
- BUTTON. BOLD**, **BUTTON. NORMAL**, **BUTTON. LIGHTER**

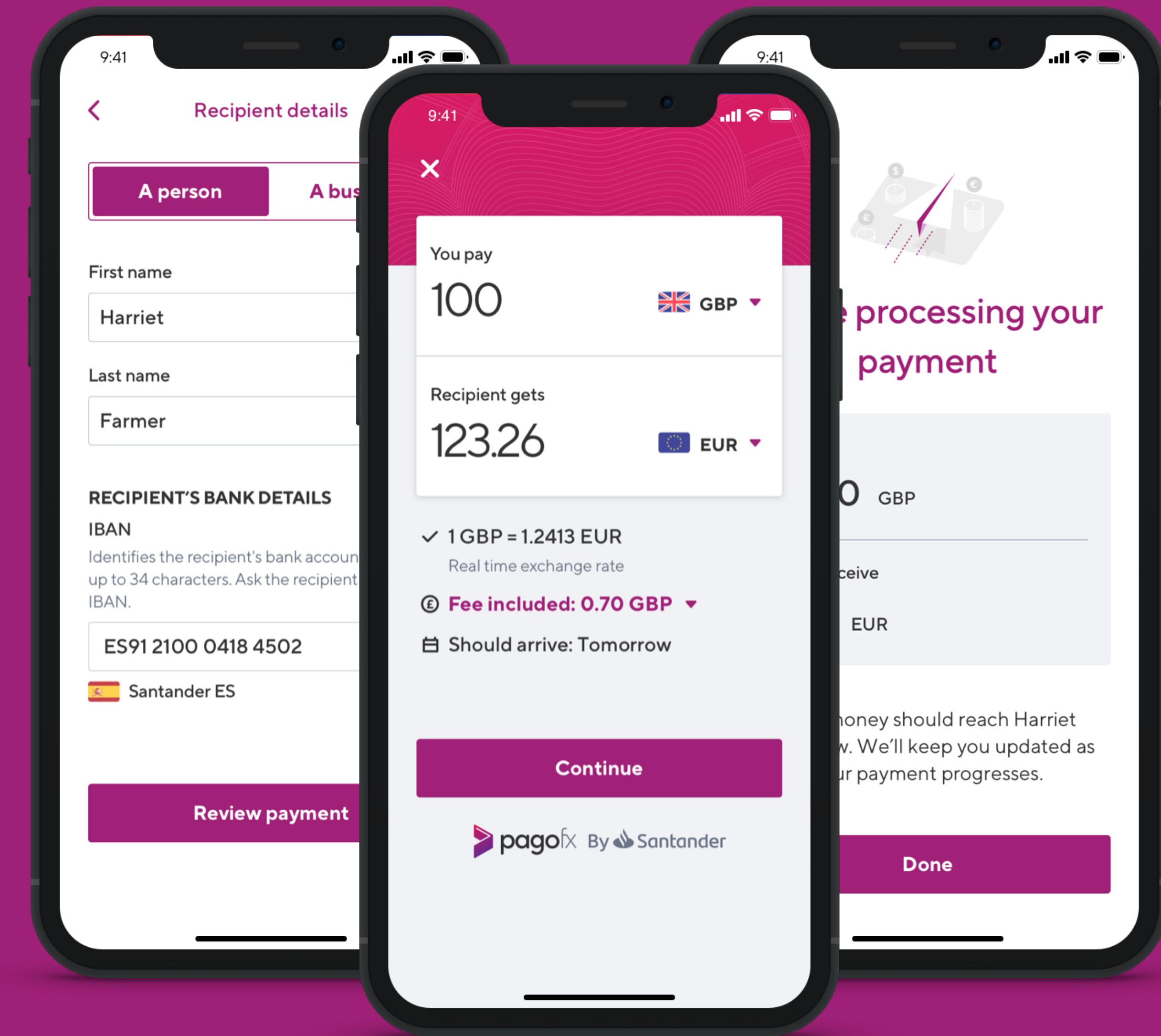
At the bottom of the page, the text "caption bold" is visible.

CASE STUDIES

# Projects I'm most proud of



Helping people make more informed decisions when sending money internationally



## Problem

Imagine WhatsApp without the blue ticks, without notifications and only some of your message gets to the person you were sending it to. That's what sending money internationally with one of the big banks is like.

## Solution

PagoFX is a cheaper, more transparent alternative to international money transfer. It's an iOS and Android app that aims to make the international payment process clearer and educate its users on how much it really costs to make international payments.

## Approach

I joined the team when the company was only a year old. It was in development and still being iterated on with some of the user journeys defined.

## My role

UX Lead · 6 months

## My responsibilities

- Be the voice of the user across the business
- Plan and execute user research and usability testing
- Collaborate with the product team to prioritise unmet customer needs
- Align and scale the design team
- Define key user flows
- Iterate on the UI design
- Pair with a product designer to solve problems that meet business requirements, solve customer needs and are feasible to build.



Giving internal teams the tools to get their jobs done effectively

The screenshot shows a web browser window displaying the pagofx.com website. The page title is "All customers" with a count of "4390 registered". A search bar at the top right allows searching by email address or name. Below the search bar are filter buttons for "Account status", "Risk rating", "Country", and "Legal entity". The main content area is a table titled "All customers" with columns for "Name & residency", "Registered", "Account status", and "Risk rating". The table lists ten entries, each with a timestamp and status indicators (Active, Low risk, Processing, Not calculated). The first entry is "Victor Barrio" from the United Kingdom, registered "an hour ago" with "Active" status and "Low" risk. The second entry is "PagoFX Testing Testing Account 200220201654" from the United Kingdom, registered "2 hours ago" with "Active" status and "Low" risk. The third entry is "anthony.calderon+999@vipera.com" from the United Kingdom, registered "2 hours ago" with "Processing" status and "Not calculated" risk. The fourth entry is "madrid+50@vipera.com" from the United Kingdom, registered "2 hours ago" with "Processing" status and "Not calculated" risk. The fifth entry is "aeiouuoiea@mailinator.com" from the United Kingdom, registered "3 hours ago" with "Processing" status and "Not calculated" risk. The sixth entry is "juan.soriano+range00@vipera.com" from the United Kingdom, registered "3 hours ago" with "Processing" status and "Not calculated" risk. The seventh entry is "Luke Skywalker" from the United Kingdom, registered "4 hours ago" with "Active" status and "Low" risk. The eighth entry is "Luke Skywalker" from the United Kingdom, registered "4 hours ago" with "Active" status and "Low" risk. The ninth entry is "Rocio Almoguera" from the United Kingdom, registered "4 hours ago" with "Active" status and "Low" risk. The tenth entry is "Luke Skywalker" from the United Kingdom, registered "4 hours ago" with "Active" status and "Low" risk.

Name & residency	Registered	Account status	Risk rating
Victor Barrio United Kingdom	an hour ago	✓ Active	✓ Low
PagoFX Testing Testing Account 200220201654 United Kingdom	2 hours ago	✓ Active	✓ Low
anthony.calderon+999@vipera.com United Kingdom	2 hours ago	⟳ Processing	▬ Not calculated
madrid+50@vipera.com United Kingdom	2 hours ago	⟳ Processing	▬ Not calculated
aeiouuoiea@mailinator.com United Kingdom	3 hours ago	⟳ Processing	▬ Not calculated
juan.soriano+range00@vipera.com United Kingdom	3 hours ago	⟳ Processing	▬ Not calculated
Luke Skywalker United Kingdom	4 hours ago	✓ Active	✓ Low
Luke Skywalker United Kingdom	4 hours ago	✓ Active	✓ Low
Rocio Almoguera United Kingdom	4 hours ago	✓ Active	✓ Low
Luke Skywalker United Kingdom	4 hours ago	✓ Active	✓ Low

## **Problem**

Internal teams at PagoFX had to move between 5 different systems to try and complete tasks related to their job.

Resulting in an increased chance for human error, wasted time, context switching and high costs to the business.

## **Solution**

We built an internal tool that helps Financial Crime, Payment Operations and Customer Services teams have sight over customer and payment activity. Allowing them to successfully onboard customers, respond to customer queries and ensure no dodgy activity is going on.

## **Approach**

I helped establish the ‘Ops’ team with the assistance of two product owners. Together, and with a team of engineers, we worked with internal users to understand their current behaviours, tooling and gaps in workflow so that we knew where best to focus our efforts to solve these problems.

## **My role**

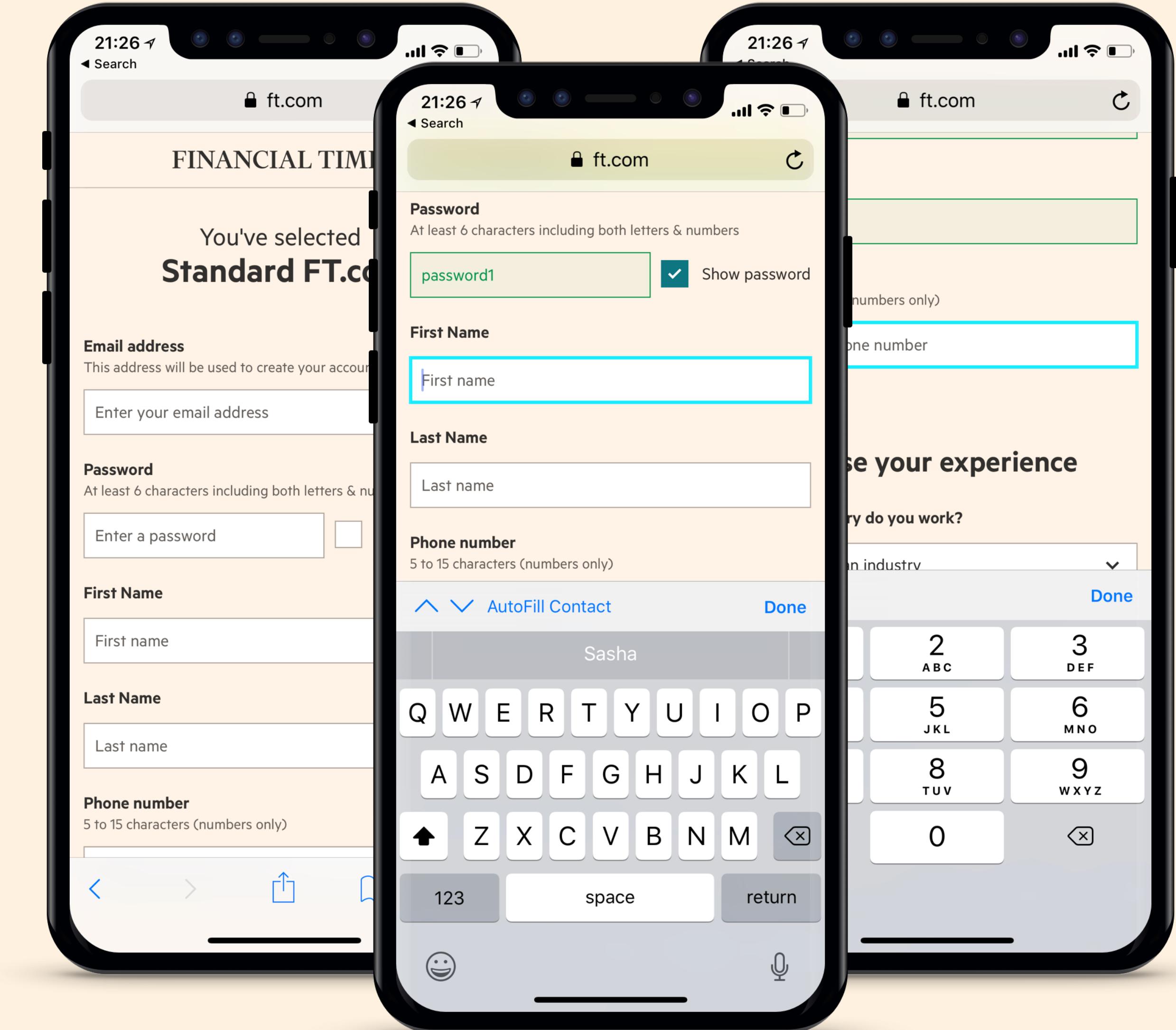
Product Designer · 7 months

## **My responsibilities**

- Turn the needs of our internal Financial Crime, Payment Operations and Customer Services teams into products that help make their lives easier.
- End to end UX and UI design.
- Guerrilla testing with internal teams.
- Pairing with developers to implement the design system element by element at a component level.

# FINANCIAL TIMES

Shifting the mindset of a 132 year old international newspaper to become more user-centric



## **Problem**

The voice of technology inside the FT dominated the redesign of [ft.com](#). Tensions were high between design and technology as designers seemed to slow down the progress of the website build.

## **Solution**

To implement new ways of working between design and technology, demonstrating the value of lean UX methodologies as part of a cross-functional delivery team.

## **Approach**

I worked in a cross-functional delivery team made up of engineers from the FT and a delivery lead from Red Badger. I ran workshops to build empathy for our readers, involved the team in user research, ideation and usability testing.

## **My role**

UX Designer · 8 months

## **My responsibilities**

- Work closely with the product owner to prioritise unmet customer needs.
- User research to uncover pain points.
- Presenting research findings to the team.
- Workshops and presentations to demonstrate the value of UX within a cross-functional delivery teams.
- Defining user journeys and user flows.
- Wireframing and prototyping.
- Planning and running usability testing with FT readers.

**THANKS FOR LOOKING**

# Interested in speaking further?

I'd be more than happy to walk you through my work in more detail as I appreciate this is only brief overview. Hopefully hear from you soon.