LENKA WALLACEMBA

I am a **UX Designer** who has worked for large organisations such as Royal Bank of Scotland, Lloyds or Amazon. I transferred into the UX profession from running large business change projects. I am driven to create, improve and **deliver** user experience by implementing UX processes from research to release for **digital experiences** (mobile/desktop) and thrive in a **customer-centric environment**. With my infectious enthusiasm, I take a great deal of pride and joy in guiding others to work together to improve themselves and their community. Being a very hands-on person, I have developed a number of UX and technical skills including **user testing** and **research**, **persona creation**, **journey mapping**, **IA**, **visual design**, wireframing in **Sketch**, **Marvel** or **Adobe Xd**, prototyping in **InVision** and **Axure** and coding in **HTML** and **CSS**.

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| EXPERIENCEUX Designer / ConsultantL's Concept Ltd 04/2018 – Present  London, UK  Helping small to medium sized companies to create, improve and deliver user experience of their website and mobile platforms that effortlessly let their customers to accomplish their goals.   * Key Client's Projects - UX Design:   + Levell- Native Mobile App   + Generation Change- Responsive Design (Desktop & Mobile)   + Bloomsbury Beginnings- Mobile Web App   + GF Travel- Native Mobile App   + Foodie.st- Website Design * Responsible for delivery of impactful designs from research to release using UX process. * Conducting effective interviews and surveys to identify real human needs, and leverage those insights to guide through the design and testing processes. * Developing personas, user scenarios, customer journeys and storyboards. * Creating mid to high fidelity prototypes using sketch, and making them interactive with inVision. * Understanding how to work with clients, manage expectations and set up workflows that deliver the results clients are looking for. * Incorporating a range of industry research methods and approaches to understand and validate the expectations of users. * Creating efficient channel between developers and designers by using appropriate Information Architecture and clear communication. * Using various user testing methods to help inform the optimization of the designs to create more effective experiences.  Project Manager / PMO ManagerRoyal Bank of Scotland 03/2017 - 11/2018  London, UK  Regulatory programme - To ring-fence the retail customers from the investment division to protect the UK economy from a repeat of the Financial Crisis.   * Identiﬁed the need for and successfully implemented under a tight timeline, a text messaging facility required for alert messaging over the dress rehearsal implementations to provide more user-friendly, timely, and cost-eﬀective notiﬁcations to the various teams involved in delivery. RBS is trailing this facility with other teams and projects. * Successfully supported dress rehearsal implementations and live event by initiating and driving schedule of events and liaising with operations, technical and other teams to deliver automated data migration of customer records. * Led a team of 2 resources and set up project governance within a tight time-frame by creating detailed, user-friendly processes as well as enhancing existing procedures and implementing control measures to ensure accuracy. Demonstrated ability to build strong and lasting stakeholder relationships. * Managing workstream governance and wider plan in MS Project; tracking and monitoring milestones and dependencies (inter/internal/external) against the programme goals. Ensured an optimised allocation of resources based on the project lifecycle. RAID Management in PlanView.  Project Manager / Lead PMORoyal Bank of Scotland 10/2014 - 02/2017  London, UK  Business Transformation programme - To create an independent Williams & Glyn Bank on the High Street. Part of delivery team with focus on business testing and proving. Project ManagerFinancial Software Limited 11/2013 - 10/2014  London, UK  Data Migration / Software implementation projects Project ManagerLloyds Banking Group 06/2013 - 10/2013  London, UK  Business Change Programme (Verde Programme) Junior Project ManagerRoyal Bank of Scotland 09/2012 - 06/2013  London, UK  Deal Compliance / Business Change Programme (Rainbow programme) Project Support LeadAmazon 10/2009 - 07/2012  Ireland / Slovakia  Software Implementation Projects References upon request | TOP SKILLS **UX** (storyboard, user flows, customer/user journeys, personas, usability)  **Research** (user research, interviews, surveys, usability)  **Wireframing** (Sketch, Marvel, Adobe Xd)  **Prototyping** (InVision, Axure)  **Information** **Architecture** (site map)  **Testing** (usability and guerilla testing, A/B test)  **Visual** **Design** (Sketch, illustrator)  **Business** (stakeholders management, teamwork)  **Project** **Management** (agile/waterfall, planning, leadership)  **RAID** **Management** (risk, assumption, issue, dependency analysis, PlanView) TECHNOLOGIES Sketch InVision Adobe XD Marvel  HTML5 CSS MS Project JIRA  PlanView Slack MS Office Trello  SAP Oracle SharePoint  Procreate Visual Studio EDUCATION **MBA - Business Administration**  Newport International University  2010 - 2012  Seattle, USA  **BSBA - Business Administration**  City University of Seattle  2006 - 2009  Seattle, USA CERTIFICATIONS **User Experience Design**  RED Academy  2019  London, UK  **PRINCE2**  Greenwich Community College  2013  London, UK  **Cambridge First Certificate in English**  Wiltshire College  2014 - 2005  Wiltshire, UK LANGUAGES  * English - Fluent * Slovak - Native * Czech - Native * Russian - Beginner  PASSIONS Modern Calligraphy & Design  Travelling and exploring new cultures with family & friends.  Reading detective and fantasy fiction as well as journals about start-ups and entrepreneurs and digital media about UX and UI designs & solutions.  Sports - Martial art Aikido; Boxing; Skiing; Yoga; Zumba |