



Martin Bui

at

<https://www.linkedin.com/in/martinbui/>

Summary

Experience

HEAD OF EXPERIENCE DESIGN at TRIBAL WORLDWIDE

TRIBAL WORLDWIDE (-----)

At the present moment, I head up the experience design team and member of Tribal leadership group. I oversee all accounts and manage client relationships from an XD and CX point of view with VW Group being the largest account. As part of my role, I'm responsible for executing and contributing to our Total Experience proposition to ensure that the methodology is integrated into our strategy and approach for projects, pitches, and proposals. I brought in 2 new accounts (Barnardos & DLA-Piper) into the agency by leading the proposal process and client engagement. I have also crafted new frameworks and WoW processes for the XD department and agency.

MAIN CLIENTS: VW, SKODA, CUPRA, SEAT, IAMS, BARNARDOS, DLA-PIPER, MCDONALD'S, HERO GROUP, WREN.

HEAD OF HUMAN EXPERIENCE DESIGN at MRM

At MRM, leads a team of experience designers to bring human-centric thinking and design strategy to the agency. Created XPractice, an experience consultancy with new experience-led products and capabilities, to further extend MRM's offerings in relationship management and communications. The practice has been sold and implemented by clients such as Vauxhall, British Land, and Microsoft. Additionally, have been an instrumental part in the creation and development of MRM's diversity initiative, 'reflection' - a chrome widget concept that helps change inclusion behaviour while calculating a scoring across cities and agency networks.

DESIGN DIRECTOR at SUBWAY

01/01/2020 - 01/03/2021

MAIN BRAND PARTNERS: MICROSOFT, PURINA, - (CREATIVE & PRODUCT)

Responsible for inspiring and leading global design teams in creating memorable digital and physical brand experiences. Ran multiple remote and face-to-face workshops to identify new propositions, products, and services whilst driving the realisation of future-focused concepts for ORM's clients. Lead the creative process from concept to design development for major pitches and integrated client projects. Successfully, worked closely with senior leadership to drive well-defined creative strategies for growth and commercial success.

Lastly, foresting a design thinking culture within the agency and business partners.

MAIN BRAND PARTNERS: ARRIVA, HOMESERVE, GWR, TFW, ARTEMIS, EDF, VALLEY BANK

GLOBAL HEAD OF PRODUCT DESIGN & UNILAB at UNIDAYS

01/01/2018 - 01/12/2019

Lead a team of UX/UI designers in an agile squad team to develop digital products for the company globally. Create UNILAB, an innovation lab to bring students and partners into a co-creation and collaborative environment to create innovative solutions for the student lifecycle journey. Develop research and insights for the company both in the US and UK markets. Stakeholder management with all departments: creatives, engineering, marketing, data, and commercial.

DIRECTOR (EXPERIENCE DESIGN) at SAPIENTRAZORFISH

ASSOCIATE CREATIVE DIRECTOR (EXPERIENCE DESIGN)
SAPIENTRAZORFISH - -----

During my time as ACD of SapientRazorfish, I was responsible for running large global teams and million-pound accounts such as BT and Miral Experience (YAS Island). With the role, I was required to handle stakeholder management and drive the projects from conception to final delivery. Managing a small junior design team that smashed not 1 but 4 pitch briefs to win the £ 20 million Miral account which included 4 platform builds (B2B & B2C), 4 mobile apps, and connected services. After winning the pitch, I led the global design team of 17 designers (UX, UI, and service design) which were located in London, India, and Abu Dhabi which required a lot of leadership and management to get teams with different working styles and cultures to work successfully together. At SR, there is a big emphasis on coaching and mentoring. Each manager including myself is dedicated to the success and nurturing of our line staff.

MAIN CLIENTS: HCA HEALTHCARE, BUPA, DEBENHAMS, AND MIRAL (FARAH)

HEAD OF EXPERIENCE DESIGN at ENGINE GROUP

At Engine Group as their Head of Experience Design, I built a team of 6 experience (UX) designers and a human researcher for the business. This involved not only creating a creative structure but setting a problem-solving culture within the team which ended up influencing the whole agency. I also established a design process and adapted delivery methodologies to shape the team's way of working to drive collaboration and successful outcomes. The team was instrumental in a huge pitch win for the E.ON digital transformation account, growing Engine's existing E.ON business significantly.

MAIN CLIENTS: E.ON, PRUDENTIAL INSURANCE, RAF, SANTANDER, M&S

SR. LEAD UX ARCHITECT at OGILVYONE

UX brand leads on British Airways account. Responsible for all UX strategies on BA's website, social channels, and innovative products. Produced concepts and ran workshops while mentoring junior UX architects. I engaged in a developed user experience process and principles across the agency.

MAIN CLIENTS: BRITISH AIRWAYS, AMERICAN EXPRESS, BLACKROCK

LEAD UX ARCHITECT at TBWA / BEING

Led the user experience design and innovative concept for brand behaviour projects. Worked with clients in developing solutions and prototypes in all Omni-channels and touchpoints.

MAIN CLIENTS: BRITISH AIRWAYS, ADIDAS, CANNON

TOOLS & SKILLS: Figma, Sketch, Miro, Axure, Photoshop, Illustrator

Education

Texas A&M University

Skills

Customer Relationship Management, Consultancy Skills, Relationship Management, Design Thinking, design development, Mentoring, Stakeholder Management, Managerial Skills > Team Management, Miral Experience, develop digital products, Develop research, service design, HEAD OF EXPERIENCE DESIGN, HEAD OF HUMAN EXPERIENCE DESIGN, DESIGN DIRECTOR, ASSOCIATE, GLOBAL HEAD OF PRODUCT DESIGN & UNILAB, DIRECTOR (EXPERIENCE DESIGN), junior design team

Keywords

Languages

—

Other candidate information that Vincere supports

Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.

(Notice: Please remove this section if you don't need it in your template)

General information

1. Candidate middle name ()
2. Candidate preferred name ()
3. Candidate first name in Kana ()
4. Candidate last name in Kana ()
5. Candidate date of birth ()
6. Candidate Age ()
7. Candidate Place of birth ()
8. Candidate Citizenship ()
9. Candidate Gender (Male)
10. Candidate Photo (



11. Candidate Primary Email (martin.bui@me.com)
12. Candidate Work Phone ()
13. Candidate Primary Phone (+44 70 5628 3112)
14. Candidate Home Phone ()
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/martinbui/>)
16. Candidate Current Address - Address ()
17. Candidate Current Address - District ()
18. Candidate Current Address – City/Town ()
19. Candidate Current Address - State ()
20. Candidate Current Address - Country ()
21. Candidate Current Address - Zipcode ()
22. Candidate Current Address - Name ()
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()
26. Candidate IELTS Score ()
27. Candidate ID (63679)

28. Candidate Work History (TRIBAL WORLDWIDE

HEAD OF EXPERIENCE DESIGN

2022-01-01

TRIBAL WORLDWIDE (-----

At the present moment, I head up the experience design team and member of Tribal leadership group. I oversee all accounts and manage client relationships from an XD and CX point of view with VW Group being the largest account. As part of my role, I'm responsible for executing and contributing to our Total Experience proposition to ensure that the methodology is integrated into our strategy and approach for projects, pitches, and proposals. I brought in 2 new accounts (Barnardos & DLA-Piper) into the agency by leading the proposal process and client engagement. I have also crafted new frameworks and WoW processes for the XD department and agency.

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MRM

HEAD OF HUMAN EXPERIENCE DESIGN

2020-01-01 - 2022-01-01

At MRM, leads a team of experience designers to bring human-centric thinking and design strategy to the agency. Created XPractice, an experience consultancy with new experience-led products and capabilities, to further extend MRM's offerings in relationship management and communications. The practice has been sold and implemented by clients such as Vauxhall, British Land, and Microsoft. Additionally, have been an instrumental part in the creation and development of MRM's diversity initiative, 'reflection' - a chrome widget concept that helps change inclusion behaviour while calculating a scoring across cities and agency networks.

SUBWAY

DESIGN DIRECTOR

2020-01-01 - 2021-03-01

MAIN BRAND PARTNERS: MICROSOFT, PURINA, - (CREATIVE & PRODUCT)

Responsible for inspiring and leading global design teams in creating memorable digital and physical brand experiences. Ran multiple remote and face-to-face workshops to identify new

propositions, products, and services whilst driving the realisation of future-focused concepts for ORM's clients. Lead the creative process from concept to design development for major pitches and integrated client projects. Successfully, worked closely with senior leadership to drive well-defined creative strategies for growth and commercial success. Lastly, foresting a design thinking culture within the agency and business partners.

MAIN BRAND PARTNERS: ARRIVA, HOMESERVE, GWR, TFW, ARTEMIS, EDF, VALLEY BANK

UNIDAYS

GLOBAL HEAD OF PRODUCT DESIGN & UNILAB

2018-01-01 - 2019-12-01

Lead a team of UX/UI designers in an agile squad team to develop digital products for the company globally. Create UNILAB, an innovation lab to bring students and partners into a co-creation and collaborative environment to create innovative solutions for the student lifecycle journey. Develop research and insights for the company both in the US and UK markets. Stakeholder management with all departments: creatives, engineering, marketing, data, and commercial.

SAPIENTRAZORFISH

DIRECTOR (EXPERIENCE DESIGN)

2016-01-01 - 2018-01-01

ASSOCIATE CREATIVE DIRECTOR (EXPERIENCE DESIGN)

SAPIENTRAZORFISH - -----

During my time as ACD of SapientRazorfish, I was responsible for running large global teams and million-pound accounts such as BT and Miral Experience (YAS Island). With the role, I was required to handle stakeholder management and drive the projects from conception to final delivery. Managing a small junior design team that smashed not 1 but 4 pitch briefs to win the £20 million Miral account which included 4 platform builds (B2B & B2C), 4 mobile apps, and connected services. After winning the pitch, I led the global design team of 17 designers (UX, UI, and service design) which were located in London, India, and Abu Dhabi which required a lot of leadership and management to get teams with different working styles and cultures to work successfully together. At SR, there is a big emphasis on coaching and mentoring. Each manager including myself is dedicated to the success and nurturing of our line staff.

MAIN CLIENTS: HCA HEALTHCARE, BUPA, DEBENHAMS, AND MIRAL (FARAH)

ENGINE GROUP

HEAD OF EXPERIENCE DESIGN

2014-01-01 - 2016-01-01

At Engine Group as their Head of Experience Design, I built a team of 6 experience (UX) designers and a human researcher for the business. This involved not only creating a creative structure but setting a problem-solving culture within the team which ended up influencing the whole agency. I also established a design process and adapted delivery methodologies to shape the team's way of working to drive collaboration and successful outcomes. The team was instrumental in a huge pitch win for the E.ON digital transformation account, growing Engine's existing E.ON business significantly.

MAIN CLIENTS: E.ON, PRUDENTIAL INSURANCE, RAF, SANTANDER, M&S

OGILVYONE

SR. LEAD UX ARCHITECT

2012-01-01 - 2014-01-01

UX brand leads on British Airways account. Responsible for all UX strategies on BA's website, social channels, and innovative products. Produced concepts and ran workshops while mentoring junior UX architects. I engaged in a developed user experience process and principles across the agency.

MAIN CLIENTS: BRITISH AIRWAYS, AMERICAN EXPRESS, BLACKROCK

TBWA / BEING

LEAD UX ARCHITECT

2011-01-01 - 2012-01-01

Led the user experience design and innovative concept for brand behaviour projects.

Worked with clients in developing solutions and prototypes in all Omni-channels and touchpoints.

MAIN CLIENTS: BRITISH AIRWAYS, ADIDAS, CANNON

TOOLS & SKILLS: Figma, Sketch, Miro, Axure, Photoshop, Illustrator)

29. Candidate Desired Salary (GBP £0.00)

30. Candidate Current Salary (GBP £0.00)

31. Candidate Contract Rate ()

32. Candidate Notice Period (30)

33. Candidate Brief (Martin Bui has been working in the Senior occupational sector for more than 12 years. Currently he is employed as a Head Of Experience Design at TRIBAL WORLDWIDE.

Martin has an extensive management experience (13 years) with exposure to executive/middle management positions.

Currently since 2022 this candidate had experience at an executive/middle management level working as a HEAD OF EXPERIENCE DESIGN at TRIBAL WORLDWIDE.

Since 2020, for a total duration of 24 months, this candidate had experience at an executive/middle management level working as a HEAD OF HUMAN EXPERIENCE DESIGN at MRM.

Since 2020-01, for a total duration of 15 months, this candidate had experience at an executive/middle management level working as a DESIGN DIRECTOR at SUBWAY.

Since 2018-01, for a total duration of 24 months, this candidate had experience at an executive/middle management level working as a GLOBAL HEAD OF PRODUCT DESIGN & UNILAB at UNIDAYS.

Since 2016, for a total duration of 24 months, this candidate had experience at an executive/middle management level working as a ASSOCIATE/DIRECTOR (EXPERIENCE DESIGN) at SAPIENTRAZORFISH.

Since 2014, for a total duration of 24 months, this candidate had experience at an executive/middle management level working as a HEAD OF EXPERIENCE DESIGN at ENGINE GROUP.

Since 2012, for a total duration of 24 months, this candidate had experience at a lower grade management level working as a SR. LEAD UX ARCHITECT at OGILVYONE.

Since 2011, for a total duration of 12 months, this candidate had experience at a lower grade management level working as a LEAD UX ARCHITECT at TBWA / BEING.)

34. Candidate LinkedIn resume ()

35. Candidate Company name()

36. Candidate Company number()

37. Candidate Branch ()

38. Candidate Desired Industry ()

39. Candidate Desired Sub Industry ()

40. Candidate Desired Function Expertise ()

41. Candidate Desired Sub Function Expertise ()

NOTE:

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

a. Candidate Education Level ({education.educationLevel})

b. Candidate Education Summary (Texas A&M University

Bachelor of Computer Science)

- c. Candidate Education Institution (`${education.institutionName}`)
- d. Candidate Education Course (`${education.course}`)
- e. Candidate Education Qualification (`${education.qualification}`)
- f. Candidate Education GPA (`${education.gpa}`)
- g. Candidate Education Honors (`${education.honors}`)
- h. Candidate Education Major (`${education.major}`)
- i. Candidate Education Grade (`${education.grade}`)

To use those wildcards, simply put them between an “Education.EducationStartLoop” and an “Education.EducationEndLoop”

Example:

Texas A&M University

Bachelor of Computer Science, -

2. Fields in Work History of candidate work in the same way as Education’s fields.

You will have to put Work History details in between a “WorkHistory.WorkCompanyStartLoop” and a “WorkHistory.WorkCompanyEndLoop”.

Work History details that are supported in Resume Builder:

- a. Candidate Job title (`${experience.jobTitle}`)
- b. Candidate Employer (`${experience.employer}`)
- c. Date range (`${experience.dateRange}`)
- d. Candidate experience at the company (`${experience.company}`)

Recruiter information

- 1. User location ()
- 2. User phone number ()
- 3. Resume submitted date (22/05/2023)
- 4. User company name (Wild Squirrel Recruitment)
- 5. User name ()
- 6. User email ()
- 7. Primary Brand Logo ()
- 8. Primary Brand Name ()