

MARTIN BUI

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Bachelor of Computer Science: Texas A&M University | Master in Digital Media: UCLA

Over 24 years' worth of interactive, UX, and creative experience in the digital industry. A bachelor's degree in computer science and a master's degree in digital design media has led me into developing concepts, interactive design, experience strategy, and user architecture for many top Fortune 500 companies. I've worked with clients such as **British Airways, AMEX, Subway, Microsoft, Canon, Boeing, Disney, Starbucks, AXA, ASDA, Lloyd's of London, EDF Energy, Reckitt Benckiser, IBM, Specsavers, Ford, GM, Virgin Media, Diageo, the British Library, Arriva, Yas Island, BT, E.ON, Vauxhall, and NEOM.**

With my industry experience, I have been hands-on involved as a UX/UI practitioner in researching, creating experience artefacts and prototypes, and conducting test and learn sessions. Additionally, I have the ability to create amazing UI designs to bring creative concepts to life and match it with the brand. I also created human-centric and product initiatives such as **Experience Pad** (Engine's real-life stimulation test lab), **UNILAB** (incubation lab for student innovation), and **XPractice** (MRM Experience Consultancy).

HEAD OF EXPERIENCE DESIGN / CX

TRIBAL WORLDWIDE (Present)

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

MRM - (2020 - 2022)

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.

MAIN BRAND PARTNERS: MICROSOFT, PURINA, BRITISH LAND, VAUXHALL, NEOM, ACS, SUBWAY, MASTERCARD LAB

EXPERIENCE DESIGN DIRECTOR - (CREATIVE & PRODUCT)

ORM DIGITAL - (Jan 2020 - Mar 2021)

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 (INNOVATION)

UNIDAYS - (Jan 2018 - Dec 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.

ASSOCIATE CREATIVE DIRECTOR (EXPERIENCE DESIGN)

SAPIENTRAZORFISH - (2016 - 2018)

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) EXPERIENCE

HEAD OF EXPERIENCE DESIGN

ENGINE GROUP - (2014 - 2016)

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

OGILVYONE - (2012 - 2014)

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

TBWA / BEING - (2011 - 2012)

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

SKILLS: User research, customer experience, service design, behavioural science, mobile strategy, visual design (UI), prototyping, design system thinking, customer relationship mapping

WORKSHOPS: Facilitation, Google design sprint, Agile Scrum, Virtual remote