

## Tools

Adobe CC  
Figma  
InVision  
Sketch  
JIRA  
HTML and CSS

## Hard skills

Design management & process  
Design thinking  
UX Design  
UI Design  
Information architecture  
Wireframing  
Prototyping  
Usability testing  
User & Interaction flows  
Storyboarding  
Design systems  
Scrum/Sprint methodology  
Project management

## Soft skills

Effective communication  
Active listening  
Leadership  
Problem solving  
Critical thinking  
People management  
Stakeholder management

## Volunteering

### Creative Insider Ambassador

Adobe  
May 2018 – Present

## Employment

### Vodafone Group / User Experience Design Manager

June 2021 – Present

- Responsible for the UX of Group Reference designs of My Vodafone mobile app, serving 350 million+ people each month.
- Leading an international design team of 17 UX and UI designers.
- Responsible of hiring of contractors into the design team.
- Responsible for the UX design of 32 epic UX journey experiences.
- Oversee moderated testing leading to the Rewards project scores of SUS of 88.5 (Grade A) and CES of 6.3 with a top box of 66%. Testing in 3 markets.

### Vodafone Group / User Experience Design Lead

March 2020 – June 2021

- Led designs for the My Vodafone app for iOS (70% hands-on).
- Led a design squad of 6 designers (UX and UI) from Budapest and UK.
- Contribute to Group Reference designs for 21 operating markets.
- Lead designer for eSIM journeys resulted in SUS of 85 (Grade A) and CES of 6.
- Led co-creation with IT & ES for converged journeys resulted in scores of SUS of 75.1 and CES of 5.3. Testing in 3 markets.
- Led DesignOps improvements by reducing the design release delivery time by 50% from 4 weeks down to 2.
- Implement Sustainability by Design into design process mapped to Vodafone core values.

### Vodafone Group / User Experience Design Lead

October 2018 – March 2020

- Led UX for Discovery, Identity, Charging and Offer provisioning across consumer products & services digital channels within Infotainment.
- Leading UX helped gain approval for Customer onboarding RCS chatbot by increasing engagement by 30% for initial proof of concept.
- Led a team of 2 designers (UX and UI).


### Designlab / Design Mentor

Remote / March 2019 – Present

- Mentor UX Interaction and UI Design to students from all over the world.
- Align student learning goals to actionable feedback via weekly 1-2-1 sessions.

# Albert Lo

User Experience Manager

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## Training

### Behavioural Economics

Ogilvy Consulting

December 2020

### Scrum Foundations

Scrum Alliance (ID 1229995)

June 2020

## Side projects

### Parch Coffee

June 2020 - Present

## Education

### De Montfort University

BSc Multimedia Computing

## Employment

### Spark44/ Senior UX Architect

August 2016 - September 2018

- Led the UX of online tools and site navigation alignment for Jaguar and Land Rover working with strategy, engineering, stakeholders and direct clients.

### NBCUniversal/ Senior User Experience Designer

October 2014 - August 2016

- Designed the Hayu SVOD service from start to launch for 3 initial markets.
- Designed a TV Everywhere product across app and web within Latin America that's utilised across 4 brands; Universal Channel, Syfy, Studio Universal, and Telemundo.

### Contracting in-house and creative agencies / UX and UI design roles

September 2009 - October 2014

- Highlights include contracting for BBC World Service, Last.fm, Expedia, TUI, Orange Group, EE and SapientNitro.