

I'm [Albert Lo](#) – as a dynamic and skilled product designer I **concept, craft** and **connect** digital products and services to provide delightful human experiences that engage users and drive business desires.

CONTACT

 albert@albotlo.com

 (+44) 779 3219 222

 www.albotlo.com

EXPERIENCE

[Vodafone Group](#) / Product Design Lead

Mar 2020 – Present, London

I manage a design squad of upto 8 UX and UI designers working on Vodafone's key mobile app - My Vodafone; across 26 international markets. I work with the team on key end-to-end user journeys bringing other services into My Vodafone delivering a consistent omnichannel experience across app, web, retail and TOBi. I am responsible for the UX process from start to finish from concept ideation, design, user testing and creation of Group reference designs for markets; as well as delivering vision and strategy presentations to stakeholders, product owners and markets.

[Vodafone Group](#) / User Experience Design Lead

Oct 2018 – Mar 2020, London

I support the Infotainment product area within Consumer Products and Services. I lead a small team of 2 UX and UI designers. The products I support are Digital Discovery and Distribution, Identity, Charging and Offer provisioning across all Vodafone consumer digital channels. As a Lead, I split my time doing hand-on work (70%) as well as define and act on design team strategy and ways of working (30%). I'm involved working closely with product owners and developers to identify opportunities and improve their digital products and influence their roadmaps; leading to developing and designing customer-facing products that are measurable and accountable.

[Designlab](#) / Design Mentor

Mar 2019 – Present, Remote

Designlab is a VC backed E-learning platform, offering design courses to people all over the world. As a mentor, I coach beginning and intermediate students through 1-2-1 sessions in UX Interaction and UI Design and help students relate the course learnings to their individual needs and goals.

Spark44 / Senior UX Architect

Aug 2016 – Sep 2018, London

I work across the digital experience of automotive luxury global brands of **Jaguar** and **Land Rover**. I work in close collaboration with the direct client, internal stakeholders, strategy and development teams within the creative agency in the application of user-centred design methods to translate human needs, business objectives and technology capabilities into compelling and effective online experiences.

NBCUniversal / Senior UX Designer, Contract - Oct 2014 - Aug 2016

SapientNitro / Senior Information Architect, Contract - Aug 2014 - Sep 2014

Massive Interactive / User Experience Consultant, Contract - Jul 2014 - Aug 2014

Orange Group / Interaction Designer, Contract - Aug 2012 - Jun 2014

TUI / Senior UI/UX Designer, Contract - May 2012 - Aug 2012

Expedia / Lead UX Designer EMEA, Contract - Feb 2012 - Apr 2012

Everything Everywhere / Mobile Interaction Designer, Contract - Aug 2011 - Jan 2012

BBC - World Service / Mobile UX Designer, Contract - Jan 2011 - Aug 2011

Last.fm / Interaction Designer, Contract - Oct 2010 - Dec 2010

Orange / Mobile UX Designer, Contract - Mar 2010 - Oct 2010

I DO

User Experience Design	Conversational Design
Information Architecture	Interaction Design
Product Design	Qualitative Research
Strategic Design	

FOR

Responsive websites	Tablet apps
Mobile apps	Console/TV apps

USING

Adobe Creative Suite	Pens & paper/post-it notes
InVision Studio	OmniGraffle
HTML/ CSS, JavaScript	Sketch

CERTIFICATION

Scrum Alliance
Scrum Foundations (ID 1229995), June 2020

LANGUAGES

English, Native Chinese - Cantonese, Fluent

EDUCATION

De Montfort University – Leicester
BSc Multimedia Computing (Bachelor of Science (Honours), 1998 – 2002)