

I'm [Albert Lo](#) – as an Experience and Product Designer I **concept, craft and connect** digital products and services to provide delightful human experiences for design-driven companies. I'm passionate about improving the lives of others through the value of design.

CONTACT

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EXPERIENCE

[Vodafone Group](#) / Product Design Squad Lead

Mar 2020 – Present, London

I lead a design squad of 6 UX and UI designers working on the My Vodafone mobile app providing Group Reference Designs across 26 international markets. Some key responsibilities include coaching the squad against sprint objectives and taking a holistic view on design work that enables the team to work on key end-to-end user journeys bringing other services into My Vodafone to deliver a consistent omnichannel experience across app, web, retail and TOBi - Chatbot. I am responsible for the UX process in the squad from start to finish from exploration, design and documentation as well as co-creating with markets and delivering presentations to stakeholders and product owners.

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

Oct 2018 – Mar 2020, London

As a UX Design Lead, I support the Infotainment product area within Consumer Products and Services leading 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. 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 in working closely with product owners and offsite 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. I mentor UX Academy Foundation and short courses in UX Interaction and UI Design. Through 1-2-1 sessions I mentor students relating the course learnings to their individual needs and career goals.

Spark44 / Senior UX Architect

Aug 2016 – Sep 2018, London

I work across the digital experience of automotive luxury global brands - **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

I DO

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

FOR

Responsive websites	Tablet apps
Mobile apps	TV apps and Consoles

USING

Figma	Miro
InVision	Sketch
Adobe Creative Suite	Pens and paper/Post-It notes

CERTIFICATION

Behavioural Economics

Ogilvy Consulting, Dec 2020

Scrum Foundations

Scrum Alliance (ID 1229995), Jun 2020

EDUCATION

De Montfort University – Leicester

BSc Multimedia Computing (Bachelor of Science (Honours), 1998 – 2002)