

Luke Warda

# User Experience & Product Design Lead



London based User Experience & Product Design Lead with 10 years of experience in design and usability, team lead for award-winning Mobile, Tablet & Web solutions that satisfy consumers' needs, champion technology use, as well as fulfil commercial and brand requirements for major international companies. Architected, designed, tested and delivered high-profile customer facing applications, as well as complex internal systems using native, web, and hybrid technologies. Developed, lead and line managed small and medium size teams of product designers responsible for projects with global audience. Encouraged transparency, collaboration, skill-sharing and entrepreneurship. Improved delivery processes, ensuring outstanding quality deliverables on time and budget. Passionate about building products, mentoring talent, and acquiring skills.

## EXPERIENCE

### BURBERRY

Senior User Experience Designer - Mobile & Tablet Team Lead

July 2013 - present

Responsibilities divided between leading the mobile product design team, delivery of pivotal mobile & tablet projects, helping shape the digital roadmap, propagating UX principles across the business, as well as managing user experience practices. Work daily with business, digital commerce, insights, management and design to secure successful delivery of innovative and delightful solutions that cater to user needs and brand requirements.

- Lead UX for Mobile & Tablet web applications - two critical projects for Burberry, connecting the global luxury giant with modern luxury consumers. Since launching in November 2014, mobile & tablet are responsible for nearly half of the digital turnover and attract the majority of customer interactions with the brand, making it the most successful digital launch for the brand ever.
- Managed a team of designers responsible for delivery of cross-platform projects and features that successfully balance brand and user needs and are commercially sound.
- Assisted setting up external and in-house usability testing practice to ensure validation and insight become an essential part of delivery cycle.
- Entrusted with restructuring delivery process by forming cross-functional teams to ensure project completion ahead of peak seasons.
- Promoted prototyping and coding for designer, as well as close collaboration with development to ensure ideas proposed can be cutting edge, reliable and built within specified timeframes, and within budget.
- Cooperated with Product Management on prioritising the scope of post-launch deliveries and continued improvements to the platform, making sure that they are aligned with long term project plan and brand vision.

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### CONTACT

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(+44) 7508 963894

### SKILLS

Design Direction

Team Leadership

Product Direction

User Experience Direction

Mobile & Tablet Design

Web Design

Usability Testing

Insight & Analytics

Interaction Design

Motion Design

Prototyping

Planning

### AWARDS

WEBBY 2015

Best Sports App

Runner-up

FOOTBALL BUSINESS

AWARDS 2014

FIFA World Cup App for

Most Innovative Use of

Technology award

THE DRUM DESIGN

AWARDS 2013

Not On The High Street

App for App Design of

the Year - Nominee

PARSONS NEW SCHOOL

FOR DESIGN 2010

Dean's Scholarship for

MA in Graphic Design

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EXPERIENCE (continued)

### **MONITISE CREATE**

#### **Senior User Experience Designer - Product Lead**

May 2012 - July 2013

Lead product design and delivery for key projects including the most downloaded sports app of 2014 for FIFA, a multi-platform booking system for Whitbread's Premier Inn, as well as UK's first gift finder app for Not On The High Street, and Live Chat concierge for NatWest. Improved project delivery processes by unifying documentation conventions, propagating prototyping and usability testing at crucial stages of delivery, lowering design waste by facilitating communication between VD, UX and Development, assisting UX practices throughout the enterprise, and conducting workshops with clients and colleagues.

- Inception, design and delivery the FIFA World Cup companion app for iOS and Android. Based on a concept of a global stadium, the app united 3 billion fans at crucial points of the tournament. By the end of the tournament the app was downloaded 28 million times, generating 2.5 billion screen views, becoming a number 1 app on both Apple and Play Store in over 200 countries. Rich story telling components helped modernise the perception of FIFA as a brand.
- Lead experience for Premier Inn Booking App incorporating in app Check-in, Passbook & Samsung Wallet, as well as Booking management and product cross-sell. The app doubled conversion for Whitbread and was featured in several online publications. Subsequently Monitise was invited to help ideate and deliver the HUB, the first digital hotel fully controlled by mobiles and wearables.
- Lead experience for Not On The High Street, an online Catalogue with Smart Shopping Advice, fully customisable product and Interactive in-app customer support.

### **BRAND FEVER**

#### **Product Designer**

January 2011 - April 2012

Responsible for product design, web apps, desktop and mobile solutions, working to a client brief, creating wireframes with annotations, story boards, use cases, user journeys, developing user-centred design practice. Also conducted several branding projects that involved web and print design.

Full employment history: [uk.linkedin.com/in/lukewarda](http://uk.linkedin.com/in/lukewarda)

## **EDUCATION**

### **NORTHEASTERN ILLINOIS UNIVERSITY, USA**

#### **Graphic Design & Printmaking courses**

2008 - 2010

### **UNIVERSITY OF WARSAW, POLAND**

#### **Graphic Design & Printmaking courses**

M.A. English Philology

### **CONTACT**

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### **TECHNICAL SKILLS**

MAC / PC

Sketch

Adobe Suite

Principle

Framer Studio

Origami

HTML/Javascript

Swift/Objective-C

Git

Google Analytics

Test Flight

JIRA / Slack

Pixate

Omnigraffle

### **TRAINING**

Team leadership

Mentoring talent

Presenting with Impact

Management

### **INTERESTS**

Printmaking

Modern Art

Video Art

Music History

Documentaries

Karaoke!