Sigouy Mo

SENIOR UX DESIGN SPECIALIST

SERVICE

I specialize in producing elegant solutions with a human-centric design approach, to help organizations make better products and services across digital innovation, technology transformation, and inventive marketing.

COMPETENCIES

NN/g Master Certified UX designer with 10+ years of hands-on experience in solving complex business problems through design, working alongside business stakeholders, product management, and engineering team to ensure every project is implemented from concept to completion following the industry best practices and to the highest quality standards. My core design and development skills allow me to lead the research, design, prototype and build for both public facing domains and complex enterprise applications in agile environment across retail, finance, professional service, high-tech and gaming industries.

TOOLS	LANGUAGE	SYSTEM
Sketch	HTML5	Mac
InVision	CSS3	Windows
Figma	jQuery	Linux
Miro		
Microsoft Visio		
Microsoft Office		
Photoshop		
Tableau		

- Proficient knowledge of style guidelines, typography, layout, and colour theory

- Strong understanding of UX Best Practices, User-centred Design, and full product life circle

- Solid knowledge of Responsive Web Design/iOS/Android technologies, design tools, browser constraints and industry standards

- Proficient in HTML5, CSS3, jQuery, their compatibility and rendering principles

- Experience in Javascript, familiar with front-end & server interaction

- Extensive knowledge in service blueprinting, end-to-end customer journey orchestration and always strive for more useful, desirable and inclusive omni-channel customer experiences

- Strong Agile Methodology experience. Coordinate and facilitate Daily Stand-Up meetings, Sprint and Release Planning, Agile Process Documentation, and Sprint Retrospectives.

- Strong analytical skill, ability to solve complex user experience and interaction problems in the most streamlined manner

- Strong interpersonal communication skill, good team player and influencer. Adaptable and able to work under pressure and to excel in a fast paced, rapidly changing environment

- Strong attention to detail and precision

EXPERIENCE

Lead UX Designer, Schroders [London]
07/2019 – PRESENT

Lead expert review and provide ongoing UX supports for Schroders public facing website, and mobile apps across all regions, business units and audience segments.

- Lead competitive analysis, IA audit and document AS-IS issues to date. Provide MVP and future state incremental improvement proposals for navigation, templates, modular components, and content strategy with minimal impact on current SEO and CMS structure. Bring focus to the client experience we are improving rather than the features we are shipping to prevent feature bloat and feature creep.

- Produce high fidelity wireframes and InVision/Figma prototypes to facilitate business stakeholder review, user testing, and product development.

- Conduct quantitative and qualitative user studies, collate insights and synthesise findings to validate and iterate on design.

Collaborate with Marketing, Sales and Data Science team to create, manage campaigns and measure campaign performance.

- Map out end-to-end campaign journey for cross-channel visibility and cross-departmental alignment.

- Help create and periodically review Campaign KPI Dashboard by bringing together clients data from various data sources and client touch points, to provide a holistic understanding of our clients and prospects, their behaviours, sentiment and intent, and to draw correlations for public facing portal updates.

Create CX Service Blueprints to capture a single view of the people, touchpoints, processes, and technologies both front-stage (what clients see) and back-stage (what we do behind the scenes).

- Identify, document and visualize end-to-end client journey maps for each client persona that directly connect to internal process, technology solutions and the components of our value streams that support them. Visualize all the moving parts and their dependencies and relationships to products in a complex omni-channel context.

- Capture insights from internal stakeholders and SMEs to align cross-functional efforts, and to explore the impact, capability, and viability of proposed solutions in relation to commercial interests and client needs. Test and measure how change affects exiting value streams and architectures that supports the service experience.

- Collaborate with investment and distribution team to improve client relationship management and to establish best practice in leveraging customer and employee feedback, operational data to proactively manage and optimize client relationships. Produce internal task flow diagrams to guide enterprise product conversation and disambiguate assumptions.

Collaborate with UI design and development team to define and iterate Schroders Design System for both public facing domains and internal applications. Schedule regular review sessions to help finesse Design System components and elements in the context of website and mobile app template, and to ensure all elements conform to WCAG2 at Level AA.

User Experience Design Specialist, Pearson [London]
12/2016 – 06/2019

Lead UX on Pulse - an innovative global learning platform with best-in-class pedagogy.

Collaborate with business stakeholders, product managers, and development team to identify new product opportunities. Define, conceptualize, design, and validate the user experience for various global markets and segments.

- Design User Research proposals with clear hypothesis, scope, target audience, and method. Using methodological triangulation to build a rich, varied picture of a problem space to establish user needs.

- Conduct quantitative and qualitative research such as interviews, surveys, contextual inquiries, usability studies. Synthesize findings to inform a better understanding of customers, give insights into business value, and identify potential usability issues and design opportunity.

- Use a range of Service Design tools and methodologies to engage teams and run stakeholder workshops to help align shared understanding and optimize service experience. Produce Hypothesis Journey Map, Experience Map, Empathy Map, Service Design Blueprints for current-state and future-state.

- Define user experience for new and existing products. Create heuristic screen flow diagrams with iterations from original scope to MVP, to facilitate various stage of product implementation.

- Design low-fidelity/high-fidelity interactive prototypes to facilitate task-oriented usability evaluation for macro and micro feature sets and interactivity. Analyze insights and iteratively test solutions in a timely manner, to continuously optimize usability and customer experience.

- Deliver high-fidelity production ready designs that effectively communicate design directions for implementation. Following delivery by development team, review at the end of each release to ensure alignment with designs provided.

- Collaborate with London and San Francisco team to define Pearson UX Design Framework and exploring ways of global implementation.

Lead UI/UX Designer, Ubisoft [Sichuan, China]
11/2014 – 07/2016

Lead UI/UX designer contributing to all forms of User Interface elements for Ubisoft console and mobile games. Working from the initial concept through final production, as well as elaborating and finessing on existing solutions.

- Drawing on extensive UI/UX experiences and the specificity of Ubisoft Players Interactions to generate the best possible User Interface and User Experience through fast design circles. Quickly iterating based on continues feedback, while developing and maintaining brand standards across multiple platforms and products.

- Defining usability strategies, overall art directions, translating high level gameplay requirements into architectural wireframes and interactive prototypes with heuristic flows and explicit menu hierarchies to facilitate further production.

- Collaborating with game designers, developers, artists, marketing & producers to drive consensus and ensure intuitive and engaging User Experiences; Working closely with animation and sound directors to ensure that all the resources are in line with presentation guidelines.

- Observing Usability Testing and Focus Groups to validate the UI/UX designs and overall product direction.

Senior Interactive Designer, Art Department Aberdeen Ltd. [Aberdeen]
08/2012 – 11/2014

Working closely with a cross-functional in-house creative team to ensure timely delivery on all development projects in accordance with the Art Department's business objectives.

- Re-designing web User Interface and defining User Interaction model for Art Department's online presence.

- Creating UI/UX models, screen mockups, prototypes, and hand-coding front-end templates for Art Department's major clients.

- Producing UI/UX technical specifications to facilitate excellent execution and insure positive user experience.

- Translate user requirements and business problems into creative and practical design solutions while working within constraints of variable design standards.

Senior Interactive Designer, HiGear [General Workings Inc. San Francisco]
04/2011 – 08/2012

Lead designer and front-end developer working closely with engineers to initialize the UI/UX model and strategize version updates for HIGEAR.COM.

- Creating UI standards, designing and developing web User Interfaces which will collaborate with application servers to operate with the HIGEAR's mission critical products and services.

- Hand-coding front-end templates and delivering email newsletters, online banners for marketing collateral.

- Assisting with testing and review processes to ensure total reliability of the HIGEAR's products and services and promote the highest level of quality assurance, stability and security.

Interactive Designer, ATTIK [Dentsu America, San Francisco]
07/2009 – 12/2010

Working collaboratively with the design, development and advertising teams to generate engaging interactive solutions, and ensure the successful implementation through production.

Contribute across a wide range of web-related projects including website page design and development, online advertising, email campaign, interactive initiatives for social media platforms etc.

Clients include Lexus(LFA), Scion, Yahoo!, Perkins+Will, BOOST, Virgin, OnLive, Lucas, TiVo, Netflix and ATTIK internal.

CERTIFICATION

NN/g Master UX Certified with specialties in UX Management & UX Research
UXC# 1021899

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Nielsen Norman Group

UX Master Certificate

This **Master Certificate in User Experience** is awarded by Nielsen Norman Group, a world leader in UX design and research, to

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in recognition of completing 90 hours or more of rigorous user experience training and passing the related exams. This status demonstrates an extremely high level of dedication to UX education, and a strong commitment to the field of UX. The depth of content and breadth of topics studied provide a solid foundation that rounds out personal, practical experience. This UX Certification (UXC# 1021899) was achieved on 8 December 2020 and updated on 10 December 2020 with additional training.

We also award the following Specialty designations in recognition of focused studies including 30 hours or more of coursework in these topic areas:

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UX Management Specialty   UX Research Specialty

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Jakob Nielsen
Principal

NN/g MASTER UX CERTIFIED

Coursework Completed:

Managing User Experience Strategy	Lean UX and Agile	Journey Mapping to Understand Customer Needs
Being a UX Leader: Essential Skills for Any UX Practitioner	Analytics and User Experience	Design Tradeoffs and UX Decision Frameworks
Facilitating UX Workshops	Generating Big Ideas with Design Thinking	Information Architecture
Engaging Stakeholders to Build Buy-In	Service Blueprinting	Usability Testing
Measuring User Experience	Effective Ideation Techniques for UX Design	CX Transformation and Journey Management
	Measuring UX and ROI	

For more information refer to: www.nngroup.com/ux-certification/

EDUCATION

MFA, Web Design & New Media
Academy of Art University
08/2007 – 08/2010

BFA, Visual Communication
China Academy of Art
09/2002 – 07/2006

ENDORSEMENTS & RECOMMENDATIONS

Please refer these sections in my LinkedIn Profile
uk.linkedin.com/in/sigouificationm/