

Nancy Mamini

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Overview

I have over ten years experience in UX design with the last four and half years with award winning agency Zone Digital, recently acquired by Cognizant. I have worked in both Agile and KANBAN to deliver user-centered designs tailored to the achievement of specific KPIs and business objectives.

- **Immersion/discovery** - Depth research, performance analytics, stakeholder workshops and competitor reviews with emphasis on developing KPIs for setting goals and measuring success
- **Ideation/design** - Sketching, wire-frame, rapid prototype and user testing with an emphasis on co-collaboration between product owners, visual designers and development teams
- **Sign off/delivery** - Presentation and iteration of designs, writing up tickets in JIRA or similar and brief developers, project managers and product owners with an emphasis on communication of detail
- **BAU and iteration** - Use Quant, Qual and MVT testing to validate design decisions with an emphasis on proving success as well as continuous iterative improvement

Recent experience

Zone digital

Senior UX Designer from 01 July/2013 – 01 Dec/2017

At Zone I worked as lead UX on the B&B client group working mainly on the Barratt account for two and half years before switching to the International Client group where I worked for a wider variety of clients including Aviva, Bank Workers Charity, Girl Guides, Guardian Soulmates and Swinton.

Major projects

- Baking Mad – Redesign and re-platform for responsive website
- Barratt Homes – Depth research and competitor reviews for winning pitch
- Barratt London – Redesign and re-platform for responsive website
- Barratt Homes – Conversion rate optimization program with User Zoom testing platform
- Barratt Homes – BAU delivery of modules such as mortgage calculator, appointment booking calendar, customer choices online catalogue, campaign pages, amenities mapping
- Barratt Homes – Content Management System improvements
- Bank Workers Charity – End-to-end service design, responsive website and digital transformation
- Aviva – Corporate Social Responsibility and Aviva Community Fund Workshops
- Guardian Soulmates – Website and online dating app improvements
- Swinton Motorcycle App – Rapid research and prototyping for winning pitch
- Girl Guides – Depth research and rapid prototyping for winning pitch

Capita SIMS

UX Designer

01 Jan/2012 – 01 Dec/2012

At Capita SIMS I worked on identifying iterative improvements that could be made to their legacy product SIMS (school information management system) as well as conducting research and designing templates for a new product called School View designed specifically to better meet the needs of Multi-academy trusts in a simplified as well as cloud based version of SIMS.

Client-side roles and responsibilities

- Worked with product owners as well as state schools and Multi-academy trusts to understand what information was most important for various user roles to see on a consolidated dashboard views so that admin roles could easily see what was most relevant to them.
- Conducted expert reviews, competitor analysis, field research and depth interviews to identify pain points and solutions to achieve iterative improvement to existing products within BAU sprint cycle.
- Developed interactive prototypes using Axure to present to internal stakeholders complex user task flows for both existing and new products.
- Estimating time, attending daily stand-ups, liaising with developers, going off site to conduct customer user research and presenting findings in team meetings.

Employment and education history

Employer	Key projects/clients:	When:
Zone Digital Agency	Senior UX Designer - Barratt & BT Client group, International Client group	2013-2017
Capita	UX Designer for SIMS and SchoolView Data Management Systems	2012-2013
Sherston Software/BBC	UX Designer – BBC Science Simulations Software	2003-2004
Trinity Mirror Digital	UX Designer - Consumer national portal	2000-2001
Haymarket Media	UX Designer - WhatCar, Autosport, Gramophone, FourFourTwo, Gramophone, Practical Caravan	1998-2000
Tiger Media / Axia	Junior UX Designer – Royal Bank of Canada, Mexican Tourist Board and Baker MacKenzie Canada	1996 -1998

Institution	Degree/Diploma:	Graduated:
University of Calgary	Degree - Bachelor of Arts in History & Education	1992
AMTC	Diploma in Digital Arts	1996