

Designs services, digital experiences, business models and strategies.
Advocates for human-centered, research-informed design.
Twelve years experience and two graduate degrees from globally-ranked design schools.

CURRENT WORK

Make Studios

www.makestudios.com.au

Service Design Lead

October 2016–Present—Hong Kong and Melbourne, Australia

- Early member of this service design consultancy. Played a formative role in establishing its perspective, practice and client base in both offices.
- Designed and carried out full programmes of work for clients. Developed new product offerings, growth strategies and built human-centered design capabilities.
- Dug into customers' perspectives using qualitative research, matched them with business objectives to create insights, then interventions. Developed, prototyped and tested new products and growth strategies. Facilitated workshops for ideation, co-creation, and insight.
- Rolled out design tools, insights and a culture of innovation at scale across large, fragmented organizations.
- Developed interventions to perfect fit to clients' organizations by embedding with them, and using change management to instigate lasting change.
- New business development. Listened to client requirements, reframed challenge, planned approach, presented and negotiated proposals.

Service Design Hong Kong Conference

www.servicedesign.com.au

Organizing Team

June 2016–Present—Hong Kong

Played a major role in the planning, curation, execution, and moderation of the conference of 200 attendees. Brought together the world's leading names in service design with the Asia-Pacific design community for two days of talks, play, learning, workshopping.

Hong Kong Service Jam

www.jamhk.org

Co-founder

January 2017–Present—Hong Kong

Created Hong Kong's design-centred hackathon. Bringing together the design community three times yearly, each event draws circa 60 participants, 20 mentors and 5 sponsors. On a mission to build creative confidence and bring design to the centre of how Hong Kong innovates.

Ignite Innovation and UBS Collaboration
Hong Kong Polytechnic University

Project Assistant

August 2015-December 2015—Hong Kong

Led project team to develop human-centric service innovations to transform and update wealth management. Consulting for large multinational financial institution.

International Human Dimensions Programme on Global Environmental
Change at the United Nations University

Art and Website Manager

October 2006-December 2013—Bonn, Germany

Directed launch of complex web projects, including strategic planning, interface design in CSS and HTML and content strategy. Designed, conceptualized and executed strategic digital communications from EDMs to magazines.

EDUCATION

International Design & Business Management

Master of Design, with distinction

School of Design, Hong Kong Polytechnic University

September 2014–August 2015—Hong Kong

Business Fundamentals and Tactics

General Assembly

August–October 2014—Hong Kong

Design

Diplom Designer (equivalent to Master of Design)

Köln International School of Design

August 2006–July 2011—Cologne, Germany

SKILLS

- Confident facilitator and speaker.
- Articulate writer.
- Microsoft Office and Adobe Creative Suite power user.
- Prototyping, making, drawing, visual communication.
- Hand-coding HTML and CSS.
- English, German, basic Mandarin, learning Cantonese.
- International teams are my natural habitat.