

Blair Willems

BA, BCom

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PERSONAL SUMMARY

With a background in design, UX, development, and management, I have a track record of delivering creative, evidence-driven solutions for complex problems. I love working with others to design and develop great experiences and empower people through digital technology.

With a wide range of technical, research, and design experience, I am able to work meaningfully with all roles in cross functional teams, while maintaining a connection with the wider business goals and product vision.

After a successful product launch with a recently formed agile team, I am looking for a new delivery challenge to further extend my skill set and experience.

PROFESSIONAL SKILLS

Product design & development

User experience research & testing

Leading cross functional teams

Product ownership

Presenting & workshops

Coaching & mentoring

Data analysis & BI

Strategic planning

Agile and scrum

Digital Media, UX

Adobe Creative Cloud, UXPin, Hotjar, Appcues, VWO (Split testing), Common Web Platform

Development

Jira, HTML, CSS, C#, Javascript, Drupal, Wordpress, Unity3D, Visual Studio

CRM, & Analytics

Slemma (BI), Salesforce, online analytical tools

FORMAL EDUCATION

University of Canterbury

Bachelor of Arts

Major in Sociology, completed 2007

Bachelor of Commerce

Major in Management, completed 2008

EXPERIENCE

AUG 2017 – PRESENT

Digital Product Manager
Statistics New Zealand

- Provide leadership in product management and UX. Product owner of Stats NZ website, leading agile scrum team of 8.
- Successfully delivered live website for organisation, after public alpha and beta phases.
- On success of product launch, have been asked to lead Census 2018 product delivery.
- Established internal BI dashboards for product performance monitoring, and voice of customer within organisation.
- Presented at 2017 IMAODBC conference in Spain. Presented products at Ministerial briefings.

NOV 2009 – PRESENT

Contractor
Digital Strategy, Development
New Zealand and Australia

- UX & product consulting.
- Interactive software development.
- Work includes research, design, development, testing.

NOV 2016 – AUG 2017

Senior UX Consultant
Statistics New Zealand

- Research, design, testing, and analysis across the organisation's digital product portfolio.
- Developing organisational capability for design thinking, lean, and agile through workshops, consulting, and practice.
- Acting product-owner of Stats NZ website.

JUN 2014 – NOV 2016

Training Services Manager
ACG Yoobee School of Design

- National role, team comprised of 6 direct reports and approximately 40 part-time indirect reports, and contractors.
- Managed online campus development and operation, strategy for corporate clients, and secondary schools.
- Launched new accredited online digital products for secondary schools. Led production of new software development courses.
- Presented at DEANZ conference 2015.

MAR 2010 – DEC 2013

Online Presence Project Lead
Greater Christchurch Schools
Network (GCSN) – Contractor

- Online channel strategy, web development, project management, UX research and testing, workshop delivery.
- Designed and developed initial GCSN web service in consultation with a variety of stakeholders.

FEB 2009 – NOV 2011

Comms and Content Manager
AVCC, University of Canterbury

- Online channel and engagement strategy.
- UX research and testing, web development.

OCT 2008 – FEB 2009

Researcher / Designer
Social Science Research Centre,
University of Canterbury

- UX research and design role working with developers to make tools for academic staff to use technology.

REFERENCES

References available on request

