Lenna Yoko Boord

UX/UI Designer

PROFILE

I am a highly creative UX designer with over 10 years experience in the design industry. My expertise spans the entire UX process, from research and ideation to information architecture, wireframing, prototyping and testing. I am a confident communicator and I pride myself on being personable and diligent. Whether leading a team or collaborating as a dedicated team member, I work productively and efficiently to achieve exceptional results.

EXPERIENCE

CI&T (Previously Transpire): UX/UI Designer and Researcher

June 2021 - PRESENT, Melbourne

CI&T is a global digital consultancy, I work across international and domestic UX projects in both research and design roles focusing on delivering products that meet user needs and a high level of accessibility.

Projects include:

Emergency Management Victoria - VicEmergency Pilot App

Lead UX/UI Designer - Redesigning EMV's existing emergency warnings mobile app to enhance inclusivity with a focus on accessibility for the vision-impaired and translations for culturally and linguistically diverse users. To ensure a successful project I;

- Conducted heuristic evaluations of the existing app
- Adapted an existing design system to meet the user needs
- Designed low and high-fidelity prototypes
- Planned and tested with 10 participants from target demographics
- Optimised the revised app to recognise and operate with assistive technology and support different device system languages
- Ensured the app met WCAG 'AA' level of conformance without compromising design and functionality for all user groups
- Led and managed the development team through an accessibility audit by Vision Australia
- The app won SILVER🥈 at the Better Future GOV Design Awards 2023

PEXA - API Integration Customer Journey Map

UX Researcher - Working with PEXA to map how business customers were integrating with a host of new API's I:

- Organised and conducted interviews with business customers
- Synthesised findings and created a comprehensive customer journey map that clearly visualised areas of opportunity and improvement
- Provided a recommendation report that defined the impacted areas, and provided clear guidance for future improvements and next steps
- Defined a digital channel roadmap to grow the business in areas of maximum customer impact

CONTACT

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SKILLS

Human Centred Design

Market, Qual & Quant Research

User and Accessibility Testing

Inclusive Design to WCAG reqs

UX Interviews

Market & Trend Analysis

Hi Fidelity Prototyping

Heuristic Evaluation

Information Architecture

Design Systems

Workshop Facilitation

Adaptability

Agile Delivery

Problem Solving

Communication

Critical Thinking

Time Management

Stakeholder Management

Leadership

Risk Management

TOOLS

Figma   Adobe Suite

Miro   Google Workspace

Trello   Confluence

Jira   Azure Dev Ops

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EXPERIENCE CONTINUED

— **Transurban - Urban toll road network website and mobile app**

UX/UI Researcher and Designer - Working with Transurban, to research and test a digital solution for their business clients I;

- Researched the toll calculator experience for commercial customers fleet travel toll budgets
- Conducted user interviews with commercial fleet operation managers
- Collaborated with the Product Owner and Business Analyst to refine research findings
- Created new designs based on research
- Adapted designs to meet business requirements and customer needs during a pivot in business strategy
- Ensured app allowed users to easily search toll road costs
- Developed simple, educational notification alerts about changes

— **Chargefox - EV Charging platform website and mobile app**

UX Researcher - I conducted UX research aimed at improving the overall customer experience using the app to recharge EVs and to develop a solution to reduce the number of calls to the support centre.

- Heuristic evaluation of the existing website and app
- Investigated concerns raised through the user feedback loop and identified inefficiencies in customer support resolutions
- Researched the support team's process for accessing information and discovered the absence of a system to update and review support training
- Analysed customers inquiry data to reduce call centre volume and associated costs to the business
- Developed an online self-service solution for customers

Costume Design: Head Of Department, Advertising

Jan 2012 - June 2021, Sydney, Melbourne

— My previous role as Department Head of Costume Design, provides me with a wide range of transferable skills into UX design. The development and management of projects, from concept to delivery ensures that I thrive in an agile process. I am also skilled in conducting thorough research, implementing innovative design solutions, and delivering projects with precision and excellence.

- Meticulously designing to briefs and managing budgets
- Successfully leading a team of assistants and makers, I ensured seamless collaboration and efficient project execution.
- Excelling in stakeholder management by regularly liaising with producers, creatives, and clients to ensure alignment
- Delivering client-facing presentations, where I effectively communicated design concepts and solutions
- Consistently working within time constraints and live production timelines, honing my agility in handling last-minute changes to creative direction by employing on-the-spot problem-solving skills

EDUCATION

UX Design - Immersive
General Assembly / 2021

Project Management - Elevate
Academy XI / 2023

Certified Scrum Master
Scrum Alliance / 2023

Fashion Design - Diploma
Sydney Institute
of Technology / 2001

AWARDS

SILVER 🥈 : Better Future GOV Design Awards 2023 （ LINK ）