

## DETAILS

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### PHONE

+61(0)435699177

### EMAIL

[lenna@lennaboord.com](mailto:lenna@lennaboord.com)

## LINKS

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[LinkedIn](#)

[UX Design Portfolio](#)

[Costume Design Portfolio](#)

## SKILLS

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Research & Analysis  
Facilitation  
Design Thinking  
UX Strategy  
User Interface Design  
Adaptability  
Critical Thinking  
Wireframing & Prototyping  
Customer Service  
Confident Communicator

## TOOLS

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Figma, Axure, Sketch,  
InVision, Adobe Suite

## LANGUAGES

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Native English  
Con conversationally fluent in  
Japanese

## EDUCATION

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**UX Design Immersive,  
General Assembly**  
Oct 2020 - Jan 2021

**AMI Graduate Cert in  
Montessori Education**  
Sep 2014 - Sep 2015

**Fashion Design Diploma,  
S.I.T**  
Jan 1999 - Jan 2001

## PROFILE

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I am a UX designer with an extensive background in advertising. As a personable and confident communicator, I thrive leading a team as much as collaborating in one. I strive to analyse and establish a problem through research and observation and I take great pride in developing my skills in challenging UX projects.

I am passionate about delivering creative and comprehensive end to end solutions.

## LATEST UX/UI PROJECTS

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### Customer Journey Map for API Integration -

A leader in digital conveyancing partnered with us to map out the experience of their customers who are integrating the company's APIs with their systems. The delivery of the map alongside our recommendations deck helped to define scope and areas of impact.

### Re-design UI and creation of components adding to existing design system for Urban Toll Road Network website -

A change in business strategy caused a pivot in the existing design and I worked with the stakeholders to create new designs that would meet these changes whilst still offering the user a way to easily search toll road costs.

### Design Sprint for Car Share Service App -

We were engaged to create a prototype app focusing on a booking process for a car share service. We conducted 10 usability tests with screened participants and the UI look and feel was also tested. Our findings around the value proposition contributed to the client's focus on MVP for first release.

### Prototype Building for Data Management Tool -

We were engaged to conduct comparative research of the client's main competitors and design a prototype of an optimised system that would offer the client's customers a way to manage data query and storage without leaving their own platform. We worked with the client's existing design system to create the UI for the prototype screens.

## PREVIOUS ROLES

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### Head of Department - Advertising

Jan 2012 - Jul 2020 Sydney, Melbourne, Los Angeles, New York

- Stakeholder management, liaising with Client/Agency
- Delivering on strategic deadlines
- Managing design teams and large budgets
- Designing costumes to a brief or script

### Restaurant Owner Operator - 'The Eathouse Diner'

Jan 2010 - Jul 2014 Redfern, Sydney

- Managed Front of House operations
- Managed accounting, staff wages and supplier invoices
- Project Managed the build of the premises overseeing contractors and all council DA requirements

### Senior Fashion Editor, Grazia Magazine

Jan 2008 - Jan 2009 Sydney

- Producing fashion shoots and managing creative teams
- Liaising with brand PRs and maintaining strong relationships for advertising partnerships