

Pedro L. V. Fernandes
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Product Experience Design Lead

PORTFOLIO: www.betasynth.com

SKILLS

Research, Strategy and Design of Products, Services and multi-channel Experiences
User research (generative and evaluative), user testing, identifying latent needs
UX Strategy: analysis of business needs and reframing the problem based on user research insights
Workshop planning and facilitation, co-creation with business stakeholders and users
Experience mapping, User scenarios, Product and service concepts, North Star, ...
Prototyping, wireframes, flow diagrams, conceptual maps, visual design
Lean UX / Agile / SCRUM
Leadership, mentoring, education, management of UX designers and researchers

CLIENT EXAMPLES

BBC iPlayer, Sainsbury's, Orange, Samsung, Carrefour, La Poste, Rolex, Hermés, Nissan, SNCF, Klepierre, Intermarché, Sadler's Wells, UGC Cinemas, Maggi, Michelin, Philips, Canada Goose, ...

WORK EXPERIENCE

2015 - now **Experience Design Lead** - DigitasLBI, Paris
2014 - 2014 **UX Consultant** - freelance at Sainsbury's (London, UK) and AKQA (Paris, FR)
2012 - 2014 **Director of Information Architecture** - Publicis Modem, Paris
2010-2012 **Interaction Designer** - TBWA\365, Paris
Conception, UX and interaction design of cross-platform experiences
2009 **Interaction Designer** - Matchbox, Paris
Conception and interaction design of rich media sites and social media applications
2006-2008 **Interaction Designer, Creative Technologist** - Freelance, Paris and London
Interaction design, UX/IA, prototyping.
2002-2005 **Multimedia Designer** - Sadler's Wells Theatre, London
Information architecture, interactive media design, creative technologist.
2001-2002 **Interaction Designer** - Electronic Media Promotions, London
Information architecture, design and prototyping of touch screen kiosks
2000 **Interaction Designer** - Philips Research Labs, Redhill, UK (internship)
Interaction design for a connected TV media box (research project)

EDUCATION

1999-2000 MA Computer Related Design (incomplete, year 1) - The Royal College of Art
1996-1999 BA Hons. Interactive & Broadcast Media, (1st) - Manchester Metropolitan University
1995-1996 Diploma in Foundation Studies, (Merit) - London College of Printing & Distributive Trades
1990-1995 frequented Software Engineering (incomplete) - Universidade Nova de Lisboa

SOFTWARE SKILLS

Sketch, Axure, InVision, Lookback, Photoshop, Illustrator, Flash, After Effects, Arduino, Processing, Keynote, ...

PUBLIC PRESENTATIONS, PUBLICATIONS

UX Strat 2018 (proposal in progress)

Futur en Seine Festival, UX Workshop, Aug 2014

Johnny Holland Magazine article “Serendipity; beyond recommendation”, Aug 2011

UX Lisbon 2011 Conference - Lightning talk on “Serendipity; beyond recommendation”

Future Places 2010 Conference - Presentation of “Serendipicity” mobile application

Installations for DWB Labs at “La Viande Gallery,” London and “Bluebird Centre” (Conran Shop) London, 2006

Installation DoubleTracks at “Centro Cultural de Belem”, Lisbon, 2005

Installation for StudioPlatform, “The Royal College of Art – Final Year Show 2001”, London

Wireless communities project presentation, “CHI Conference 2000”, The Hague, Holland

Sequencer Installation, “The Royal College of Art – CRD Interim Show 2000”, London

RECENT PROJECT EXAMPLES

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Orange - UX research and strategy, mapping the cross-channel customer experience for “Orange Open”: Field studies, interviews, collaborative workshops, analysis and synthesis of over 30 previous customer studies, briefing user research agency. UX strategy became embodied in a customer experience map highlighting key customer activities and painpoints across physical, phone and digital channels. The map provided a unified vision over which problems needed to be addressed most urgently, and thus determining the future product roadmap.

Samsung - User testing of Samsung’s E-commerce platform across 6 European countries; Coordinating local tests (DE, IT, ES, NL); Conducting and analysing French tests; Producing final report listing identified problems, recommendations and prioritised list of issues.

Intermarché - UX strategy: won a 15M€ budget to rehaul the Intermarché E-commerce platform including consumer sites and apps, and the back-office and picker apps for the Drive and Delivery services. Following the pitch, led the research activities during the Discovery phase: Field studies, entretiens, stakeholder interviews, workshops; Created Customer experience maps listing activities and painpoints, redefining which problems to solve and thus defining product roadmap. Helped shape the North Star vision for the product ecosystem, elaborating a series of user scenarios to illustrate the ideal future experience, solving the key painpoints. After the North Star, planning and conducting user testing of the key feature concepts, resulting in a series of refinements to the original vision. User research and field studies for the Back office desktop app and picker app (wearable device). User research and study for an innovative in-store app concept around a “Scan and Pay” feature coupled with hyper-localisation and customer history. data. Mentoring of junior and senior UX designers, training them on user testing and working in an Agile environment. Invention of a new type of Customer Experience Map, baptised “Experience Rings”, focused on visualising the intensity of painpoints and relative potential of possible solutions, a great tool for prioritising features and influencing product roadmap.

La Poste - UX Strategy for the French Post Office mobile ecosystem: Charting the existing app ecosystem (>20 apps); Collaborative workshops to map user value of each app; Mapping and analysis of 3 existing product journeys, listing painpoints and identifying opportunities to create new services (eg “Pay after you send,”); User scenarios to illustrate the new service concepts. Reached the stated goal of re-centring discussion on user needs rather than the existing business-centric logic which was leading to failed products. Ecosystem roadmap for decommissioning certain apps and fusing others.

Sainsbury’s - Planning and facilitating workshops on future UX vision; Generating new service concepts based on user research insights (Click and Collect, Smart Lists, ...); User experience design and production in an Agile/Scrum environment employing iterative cycles of prototyping and user testing for a new service (Product Subscriptions); Contributing to the Digital Experience Guidelines, explaining how to apply user-centred design tools such as personas, experience maps, Kano model, user scenarios, ... ; Mentoring and guiding junior UX team members; ...