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# Experience Design Lead

PORTFOLIO: [www.betasynth.com](http://www.betasynth.com)

## SKILLS

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Research, Strategy and Design of Products, Services and multi-channel Experiences  
Service Design, Design Thinking, Innovation process  
User research (generative and evaluative), user testing, identifying latent needs  
UX Strategy, analysing business needs and reframing the problem based on 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

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

## WORK EXPERIENCE

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2015 - now	<b>Experience Design Lead</b> - DigitasLBI, Paris
2014 - 2015	<b>UX Consultant</b> - freelance at Sainsbury's plc, London
2012 - 2014	<b>Director of Information Architecture</b> - Publicis Modem, Paris
2010-2012	<b>Interaction Designer</b> - TBWA\365, Paris
2009-2009	<b>Interaction Designer</b> - Matchbox, Paris
2006-2008	<b>Interaction Designer / Creative Technologist</b> - Freelance for BBC, The First Post, Vedett, Elle,...
2002-2005	<b>Multimedia Designer / Creative Technologist</b> - Sadler's Wells Theatre, London
2001-2002	<b>Interaction Designer</b> - Electronic Media Promotions, London
2000	<b>Interaction Designer</b> - Philips Research Labs, Redhill, UK (internship)

## EDUCATION

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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, Arduino, Processing, After Effects, Keynote, ...

## PUBLIC PRESENTATIONS, PUBLICATIONS

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**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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**Moët-Hennessy** - Design Thinking process: User research and series of workshops to map and identify key opportunities for a future Sales/CRM hybrid tool. User interviews, experience mapping, ideation workshops, prioritisation, backlog definition for MVP and lean product validation process.

**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.

**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. Creation 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** - Service Design: 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; ...