

# ALEKSANDRA MELNIKOVA

Experience Design Director



# HELLO, I'M ALEKS

I am an Experience Design Lead, with breadth of skills across design, research and team management.

I have experience across a number of sectors including Finance, Oil and Gas, Non-profit, Media, Pharma and Travel.

My Service Design background helps me to look at creating experiences holistically: be it digital or physical, ultimately, it's always about the audiences you are designing for.

I am always hungry for more, be it new industry, complex programme of work or business transformation: let's talk.

My clients include:



My clients say:

"I found Aleks's very professional, approachable and amazing...Aleks amazing ability to whip up ideas out the air ! and simplify things ! She's a real good talent and loved working with her and the team."  
David, Senior Digital UX manager at TSB

"In this 4 week sprint we have single-handedly delivered the biggest value on behalf of the TSB digital team this year. Thank you for all your hard word and bloody well done!"  
Lorraine, Head of Digital User Experience at TSB

"Just to say very impressed with output and relationship skills from Rob and Aleks et al on travel hub work- feeling the client love. Thanks."  
Charlie, Senior Manager of User Experience at Nationwide

@freeformers\_uk:  
Amazing times working with @Foolproof\_UX today! You guys rock!  
@alex\_andr\_a #UX #digitalskills (In reference to SKY workshop)

# SKILLSET

Areas of expertise

- Project strategy and vision
- Diverse research methodologies
- Data analysis and structuring
- Analytical thinking
- Usability testing
- Ideation and concept building
- Q&A
- Teamwork
- Delivering high quality end product

Roles

- Experience planner
- Design lead
- Pitch lead
- Principal consultant

Tools

- Visualising - Adobe Illustrator, Photoshop
- Interactive prototyping - Axure, InVision, Sketch
- Wireframing - Paper and pen, Omnigraffle
- Video - Adobe Pr, Adobe AE
- Coding - Adobe Dw
- Presenting - Keynote, Powerpoint
- Documenting - InDesign, Word, Excel
- Languages - English, Russian, Italian, Lithuanian

Interests

- Art and literature
- History and philosophy
- Reading and writing

# EDUCATION AND EXPERIENCE

I would love to take on any challenges that your business poses and turn them into strengths, as I have a proven track record of doing so.

Below is a bit of background that helps me along the way.

## 2017.02 - to date Experience Design Director at Radley Yeldar

Driving the necessary changes across the agency in order to establish a 'digital-first' and user-centric approach to solving client challenges.

## 2017.01 - 2017.02 Experience Design Lead at Radley Yeldar

Key clients: Shell, GSK, Crown Estate, Tribal, Henkel  
Pitching for new business, innovation workshops and future trend exploration.

## 2016.07 - 2016.12 Experience Design Lead at BIO Agency

Key clients: British Airways, Haven  
Leading the delivery of innovative functionality within core British Airways app, mentoring the team, pitching for new business.

## 2016.05 - 2016.06 Experience Design Lead / Visual design Lead at Remarkable Things

Key client: Interoute for UEFA  
Positioning, design and delivery of 'Interoute for Uefa' microsite (campaign-based).

## 2016.04 - 2016.05 Experience Design Lead at MSC Creative

Key client: Life Opportunities Trust.  
Delivering key user journeys, site architecture and interaction models.

## 2013.05 - 2016.04 Principal designer at Foolproof

Responsible for variety of activities on projects from setting the conceptual project direction to nurturing key client relationships.

## Mentor at Global Service Jam at Loughborough University ([winning team](#))

Lectured at C4D [Cranfield University](#)  
Spoke at [Singapore Design Conference, 2014](#)

# PREVIOUSLY

## 2011 - 2013 UX designer at ORM

led and successfully delivered complex programmes of work for global clients.

## 2009 - 2010 Designer at Lycamobile

created online and offline brand identities for purchased brands, such as Toggle.

## 2009 Design intern at Imille

conducted market trend research, delivered innovative concepts, online and offline design elements.

## 2008 - 2009 Print Designer at Laiva

have created branded online and offline collateral for well-established Lithuanian brands

## Other jobs Freelance consultant

2009 - short-term assignments:  
Course brochure for London College,  
Branding for automotive company,  
Website and printed collateral for an energy company.  
2005 - 2006 Showroom representative for Corian, Dupont

## Degrees MSc in PSSD, BA in Arts

Master of Science in Product Service Systems Design from Politecnico Di Milano;  
BA in Graphic Design and Arts

# MY WORK

## Large programmes

- Lloyds International Wealth website
- TSB responsive website
- TSB digital optimisation

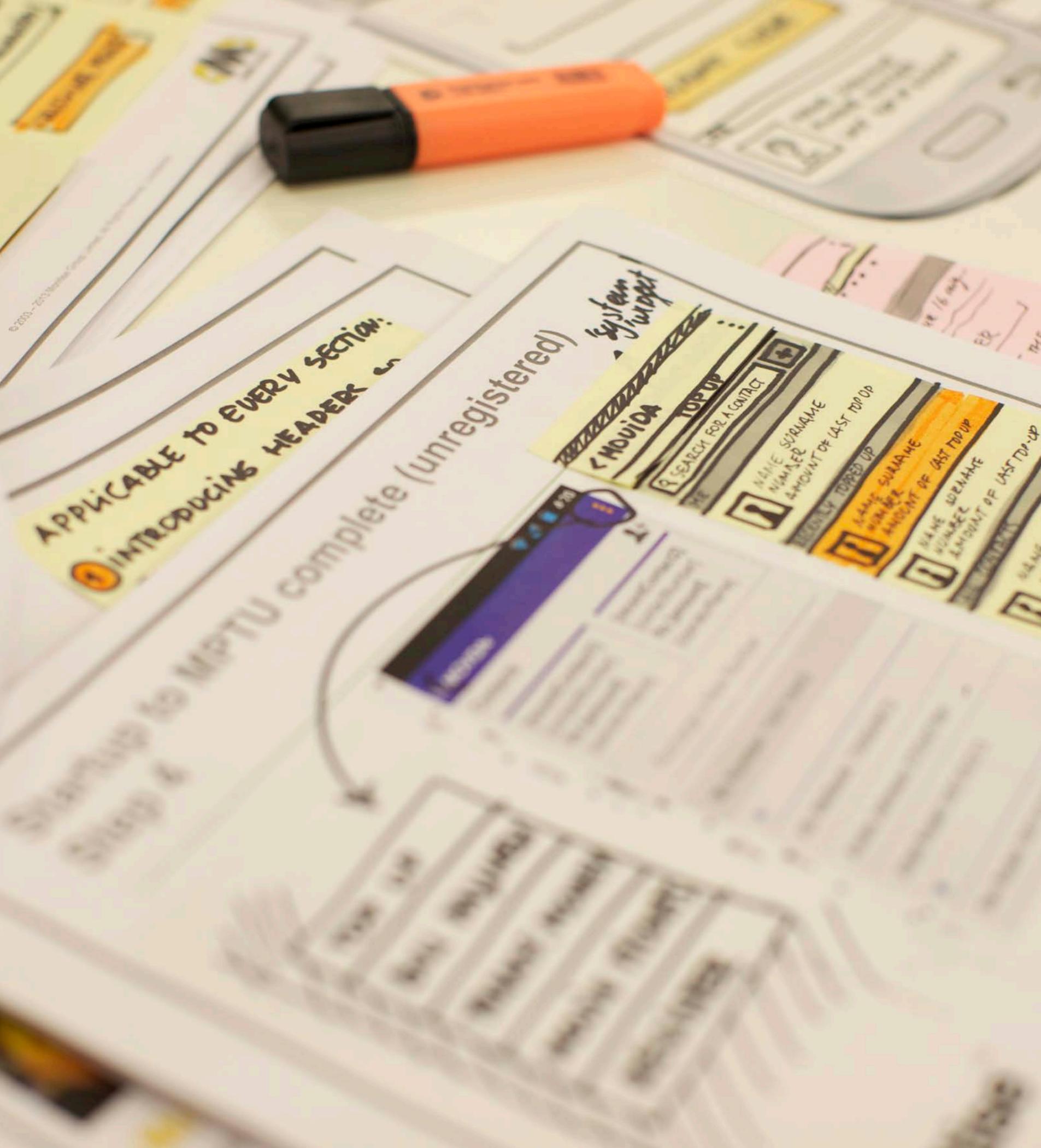
## Small projects

- HSBC business banking website
- VSO responsive website
- VISA Moviada registration process
- Nationwide Travel Hub
- Shell work

## Winning new business

## Dear to heart

- Client workshops
- Public speaking and teaching
- Brailliance project



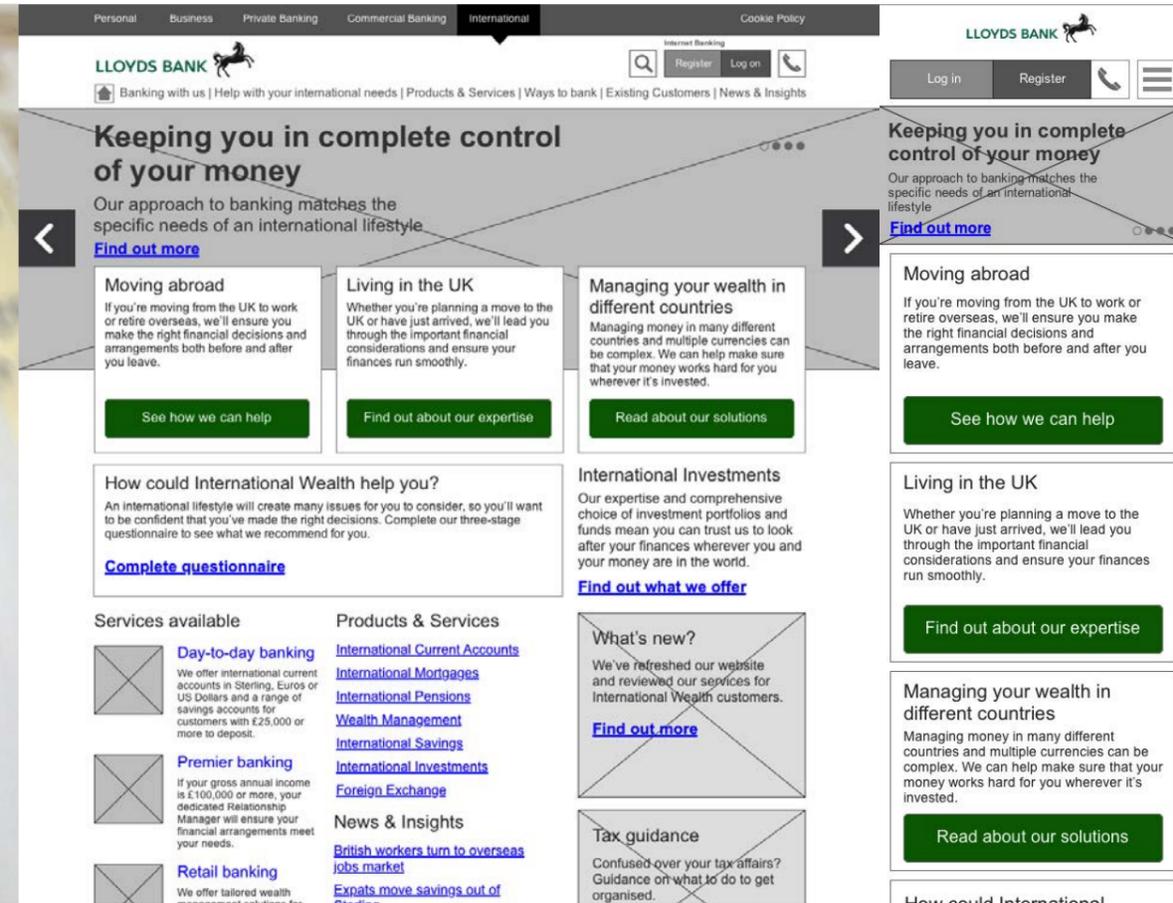
# LARGE PROGRAMMES

Projects that involve large level of complexity, heavy stakeholder engagement, relatively long amount of time, but that are fun, nonetheless.



# LLOYDS INTERNATIONAL WEALTH WEBSITE

Role: Interaction design lead  
Time: 3 months



Initial sketches

Content mapping exercise

## Challenge

The client was willing to make a shift from outdated, massively complex site to a new digital property. This future website as opposed to having a product-based structure was envisioned to embody a new service-based proposition and become a hub where customers feel supported in their decision-making process and confident in making choices.

## Target audience

Lloyds Banking Group serves more than 30 million customers in the UK. Its International Wealth (IW) division provides international banking and wealth management services to customers who are moving to another country; moving to the UK; or managing finances across multiple countries and currencies.

## Process

We agreed responsive approach to design, eliminating the need for device specific websites and for content to be hosted on different platforms. After going through multiple round of formative research and collaborative workshops, we had our first prototype to test with customers, gradually increasing the fidelity of the wireframes until we were ready to start visual design activities.

# LLOYDS: REDESIGN RESULTS

Deep understanding of the proposition and customer expectations allowed us to create content, tools and products that support core customer journeys and decision-making, creating a consistent multichannel experience across devices.



**207%**

of quarterly customer acquisition target achieved in the first 6 weeks

**27%**

increase in mobile traffic leading to an increase in product applications via mobile  
Clearer proposition and product content has resulted in investment leads increasing from 0.7 to 8.8 per week.

The project resulted in further engagement with Lloyds team, including Premier Banking website redesign.

“ We worked with Foolproof to launch one of the first responsive websites in the UK Financial Services industry. Their user-centred approach helped us radically change the way we talk to our customers about our services, moving away from simply promoting products to explaining how we could help them in their circumstances so they could make the right choice for them. Not only did this deliver great results it also provided us with a framework we could use for future online proposition development. ”  
Laurent Christoph, Head of Digital

# TSB WEBSITE

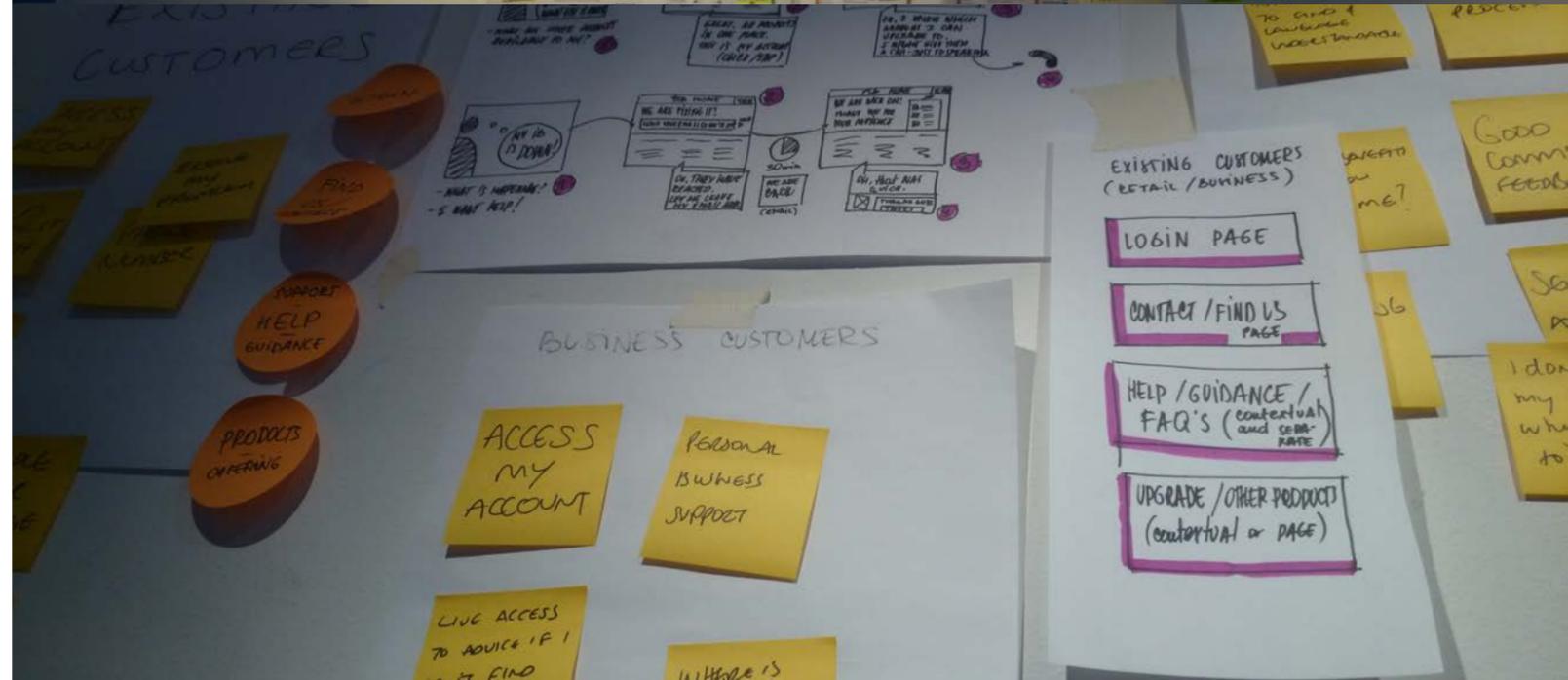
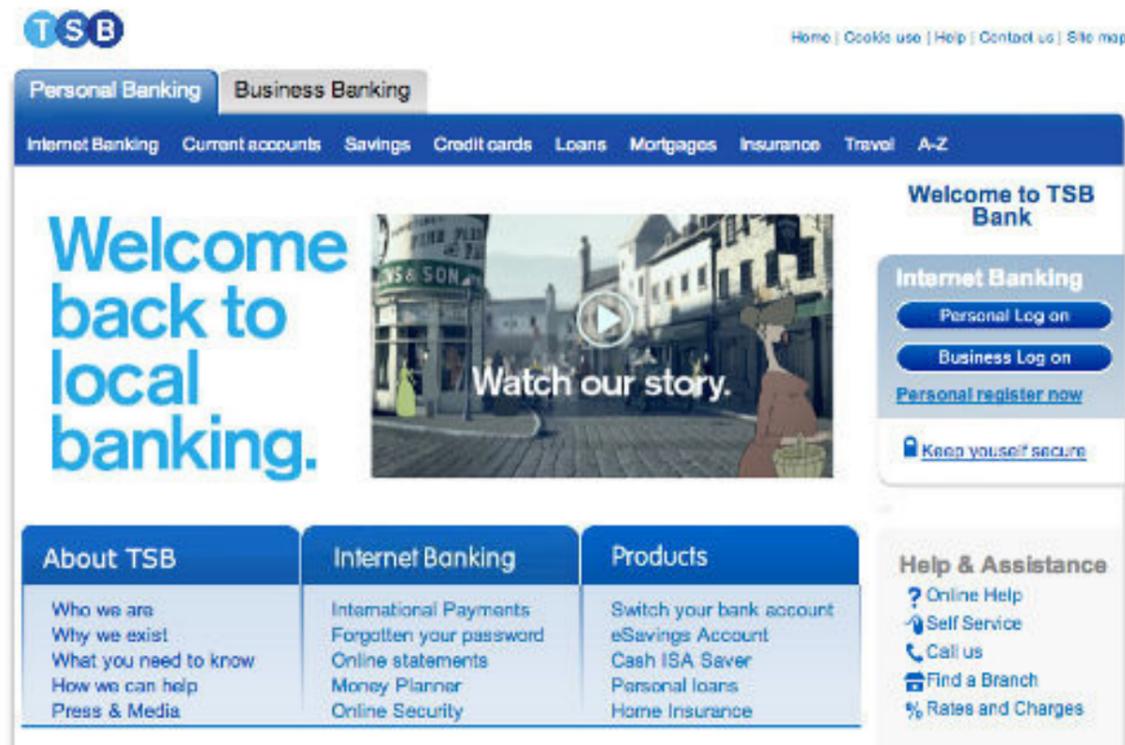
Role: Design lead  
Time: 9 months  
Year: 2014

In the beginning of 2014, we entered into a large and very challenging engagement: we were asked to create a minimum viable responsive site, in a very tight timeframe.

The site would showcase all the services and products that TSB provide and would also show (not only tell) distinct differentiators that the bank had chosen to represent their main USP - "Challenger bank, bank of the future".

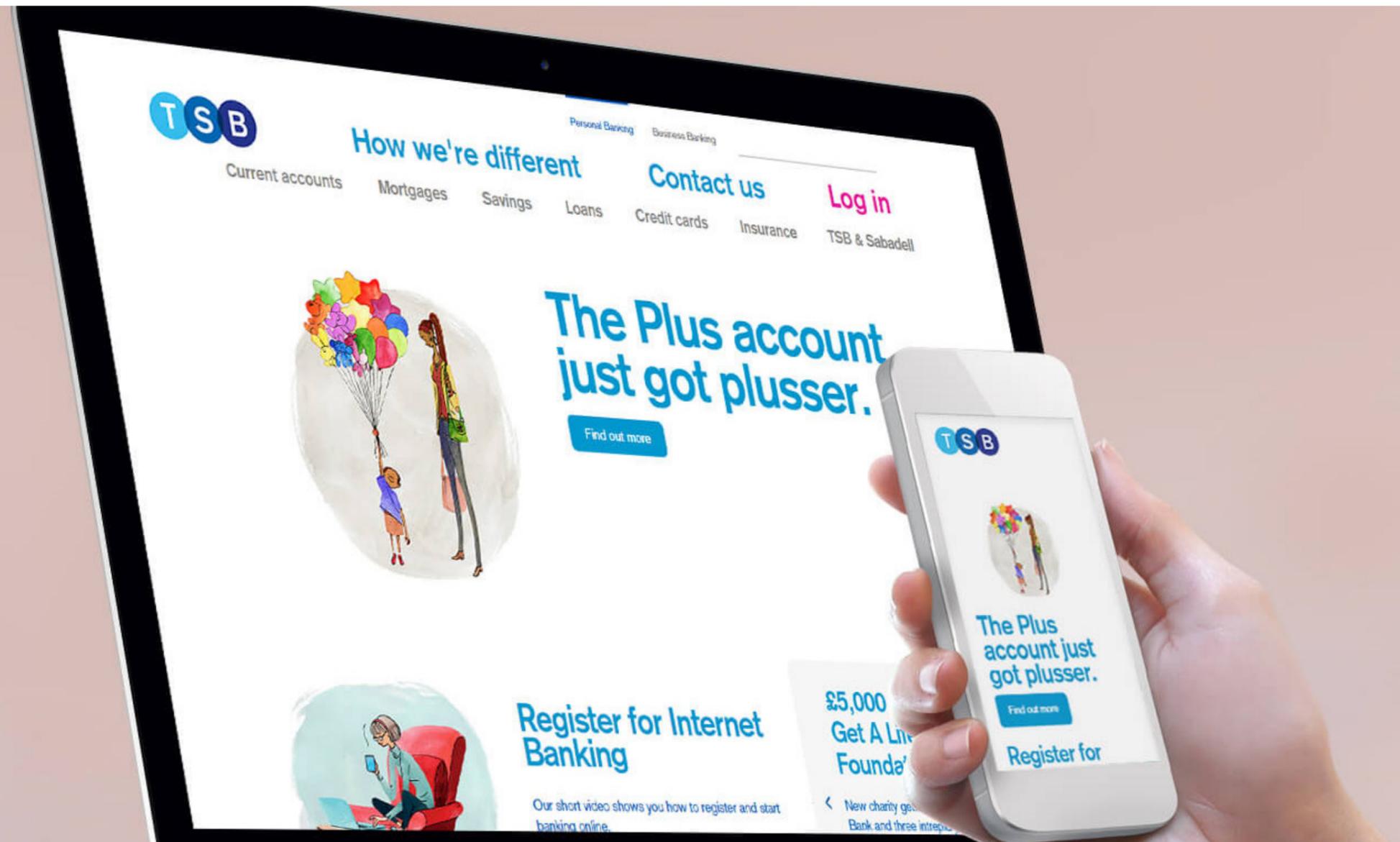
We had to work with many legacy platforms, existing content and re-imagine the connections between the entire product set and other services that the bank provides

## BEFORE



# TSB: REDESIGN RESULTS

Knowledge of the trends of financial industry together with very detailed analysis of all information that the legacy website had, enabled us to create a very well-received website, elegantly working on all devices in record time.



**12%** increase in overall engagement on the site

**19%** increase in purposeful completed online applications (current accounts), enabling TSB to efficiently serve more transactions online.

The project resulted in further engagement with TSB team, including at least 10 other projects.

“ Given the short timescales we set ourselves, the design process had to be both nimble and collaborative, from initial workshops to set the vision, through to co-creation of our project rooms and open invitations to view research, we wanted to ensure everyone had a common understanding of what our customers wanted and needed from the new website. The result is a digital experience which places our customers' needs right at the heart of what we do. ”

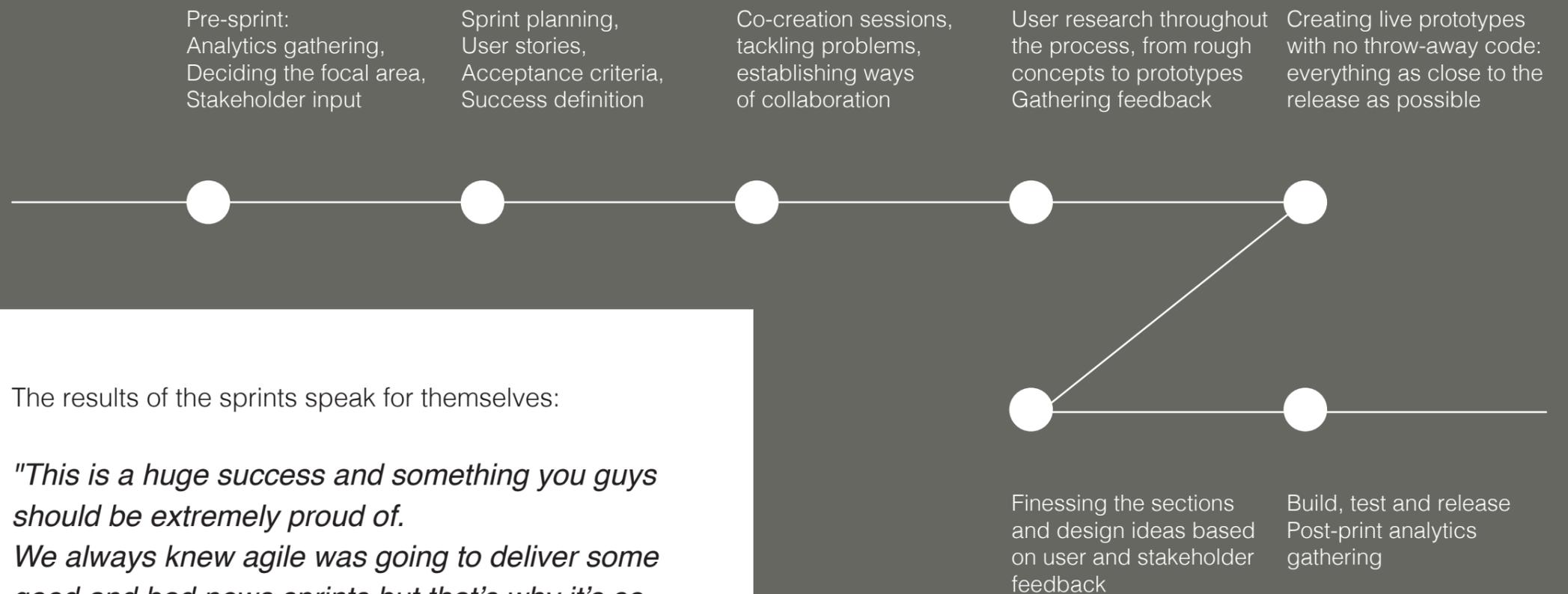
Lorraine Donington, Head of UX

# TSB WEBSITE OPTIMISATION

Role: Experience planner  
Time: 9 months and ongoing  
Year: 2015

Following the success of the previous engagement, TSB commissioned us to continue optimising the responsive site. The main task for this programme had been to re-imagine the content and design, in a true agile manner, with a direct input from key stakeholders, customers and prospects, design and build specialists.

## AGILE PROCESS



We ran this project in a truly agile manner, ensuring close collaboration between all parties.

I played the role of experience planner, which entailed:

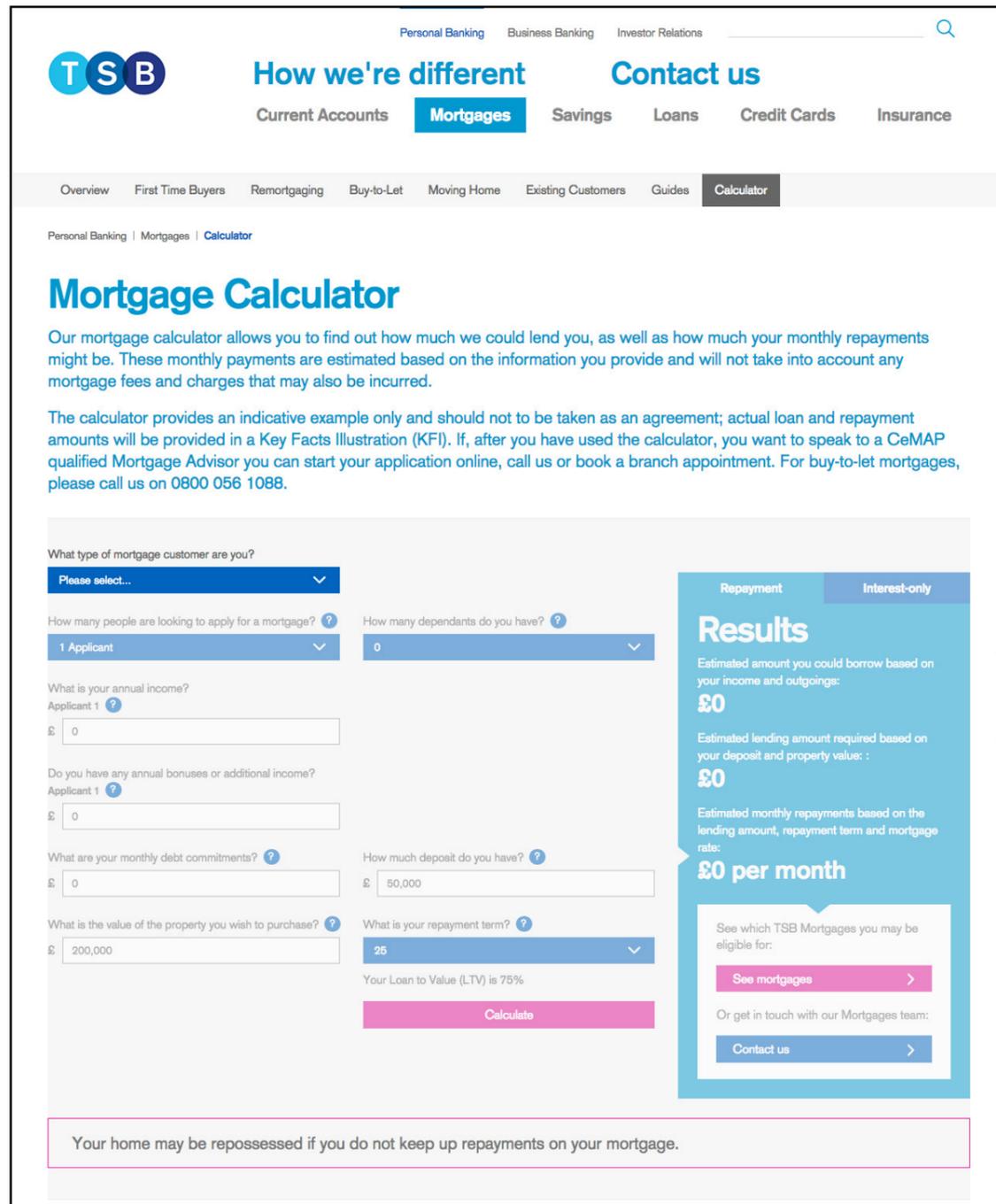
- Making sure that the business and customer needs are aligned and met throughout the process
- Taking personal responsibility over quality of output, the productivity and morale of the team
- Strategic direction and design direction

The results of the sprints speak for themselves:

*"This is a huge success and something you guys should be extremely proud of. We always knew agile was going to deliver some good and bad news sprints but that's why it's so great. We learn from both and are able to make improvements where we need to. Whilst it's important to look at current accounts I also think it's key to celebrate the success of mortgages. In this 4 week sprint we have single-handedly delivered the biggest value on behalf of the TSB digital team this year. Thank you for all your hard work." Head of UX*

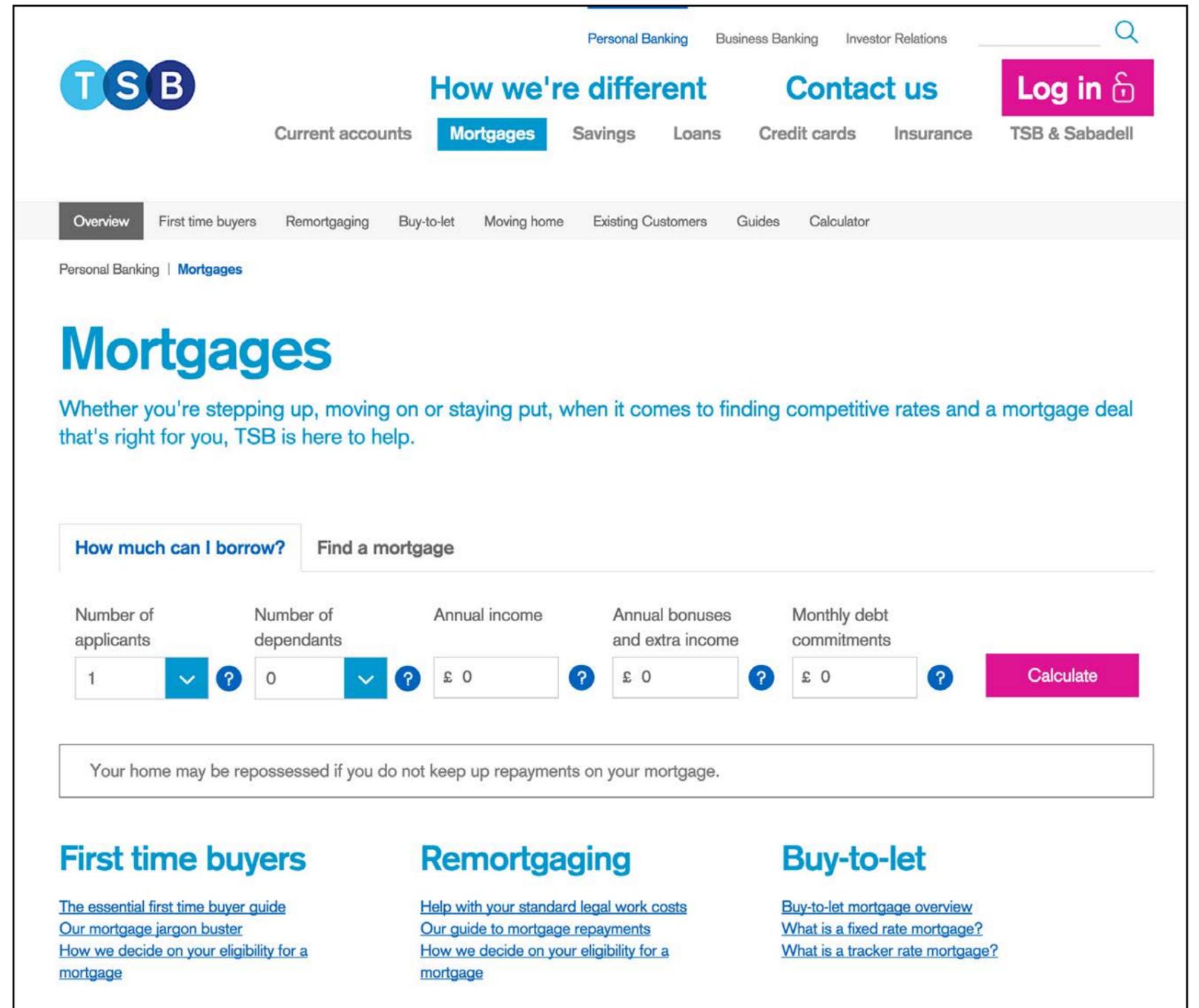
# TSB WEBSITE OPTIMISATION

Pre- and Post-optimisation examples.  
More work can be seen live at <http://www.tsb.co.uk/>



## Pre-Optimisation example:

Legacy tools, unclear calls to action, multiple fields that hardly make any sense for the user. Poor conversion rates as a result.



## Post-Optimisation example:

Mortgage calculator integrated within homepage, introducing simple and intuitive fields to fill in, with data being carried across to next steps of the journey. 12% rise of conversion within first 2 weeks of launch.

# SMALL PROJECTS

These are the projects that took place over a relatively short period of time, but nonetheless led to great results.

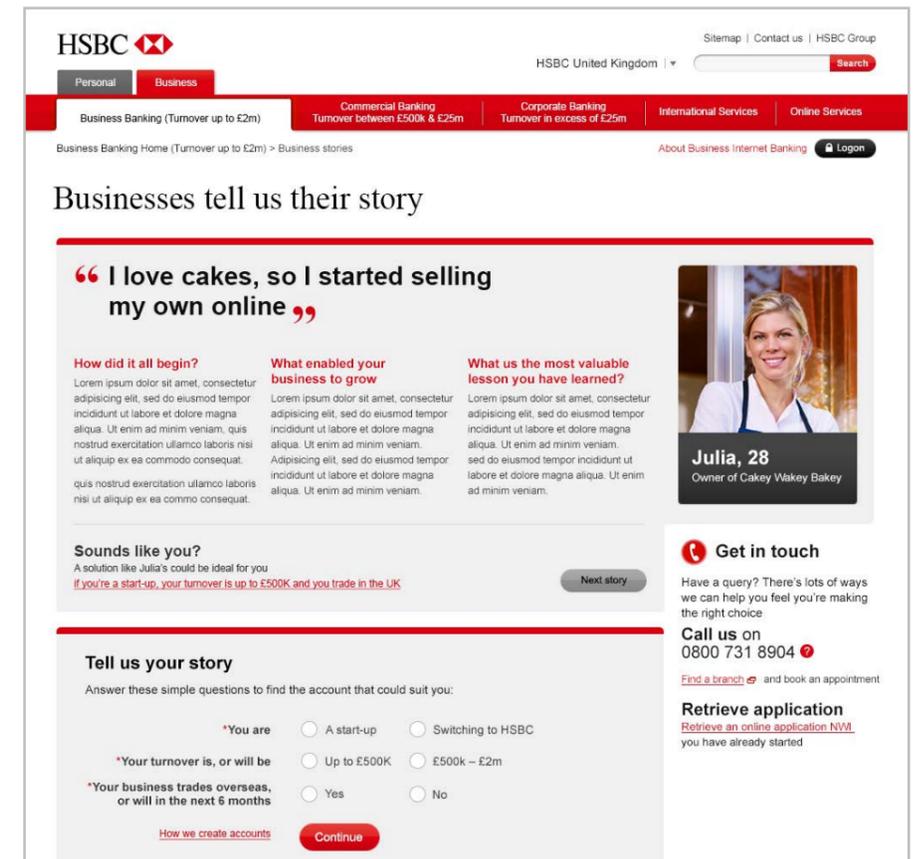
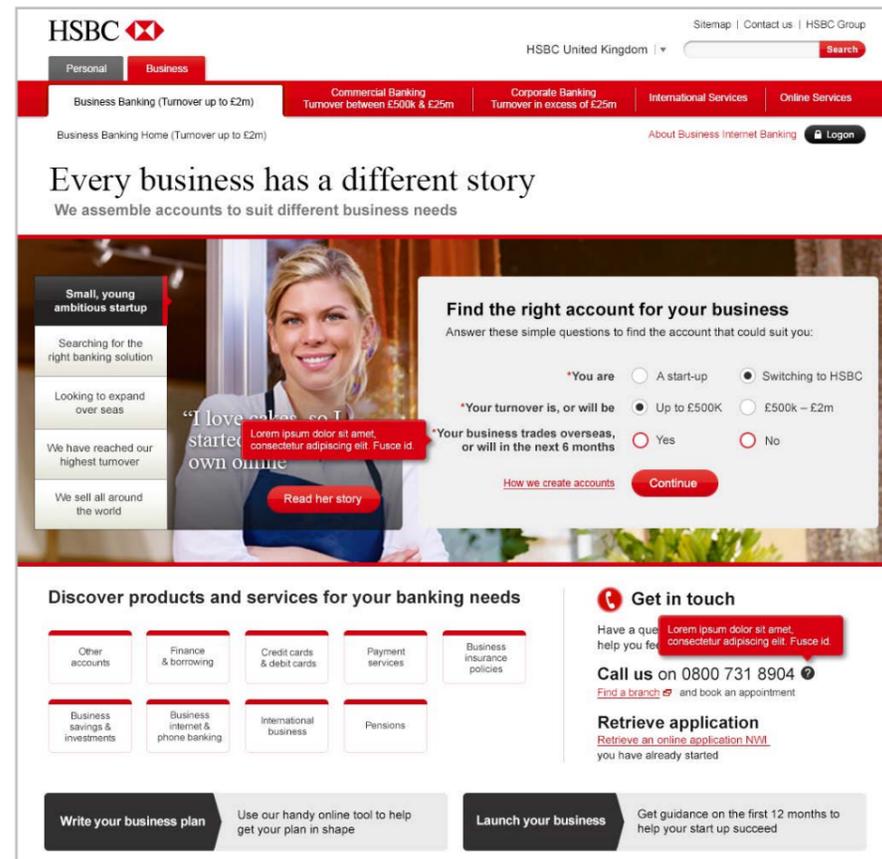


# HSBC BUSINESS BANKING STORIES

Role: Lead designer  
Time: 4 weeks  
Year: 2014

HSBC approached us with a particular problem related to customer segmentation: business propositions were not fully aligned with the audience.

After a collaborative ideation session, we came up with a mixed approach that had both emotional and rational parts to it. We created stories about small businesses that people could relate to so these could be the 'fil rouge' that leads through to the right endpoint. Along with that we designed a simple tool that enabled them to quickly self-select if not willing to engage with stories. This work has been embraced by customers, both in the research sessions and after going live. All of the work has been done within the constraints of the current site template and budget.



## Concept 1. GROW

We have a vision for your business - today and in the future. We are your trustful partner.

This concept allows the customers to identify themselves with a particular business type (and revenue) and therefore to be directed to the right account / service.

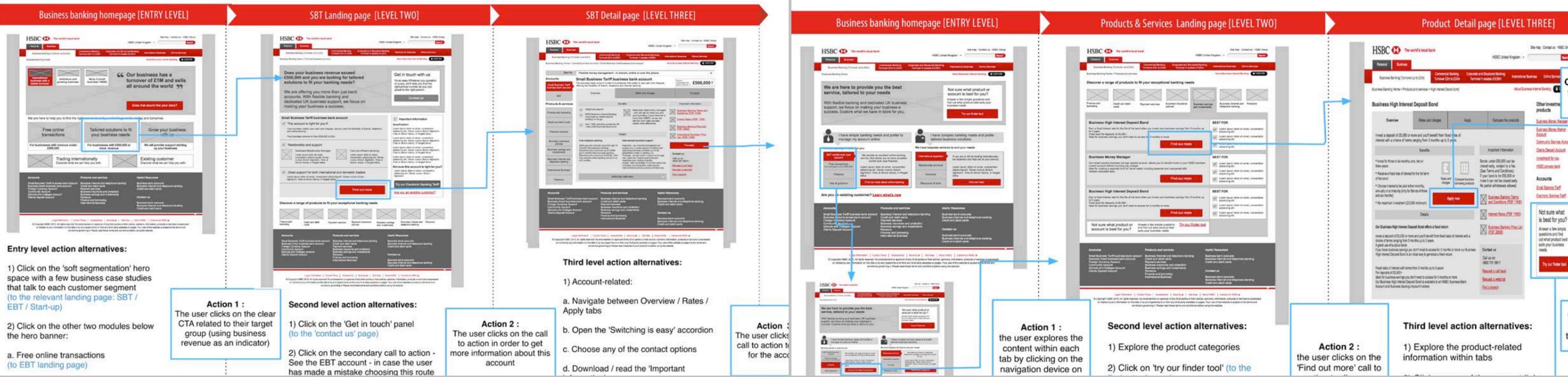
Customer (on the 'Grow' journey): Business with revenue over £500,000

## Concept 3. EXPLORE

Explore the variety of the services available. We have plenty in store.

This concept allows the customers to identify themselves according to the types of business needs they have (simple vs complex)

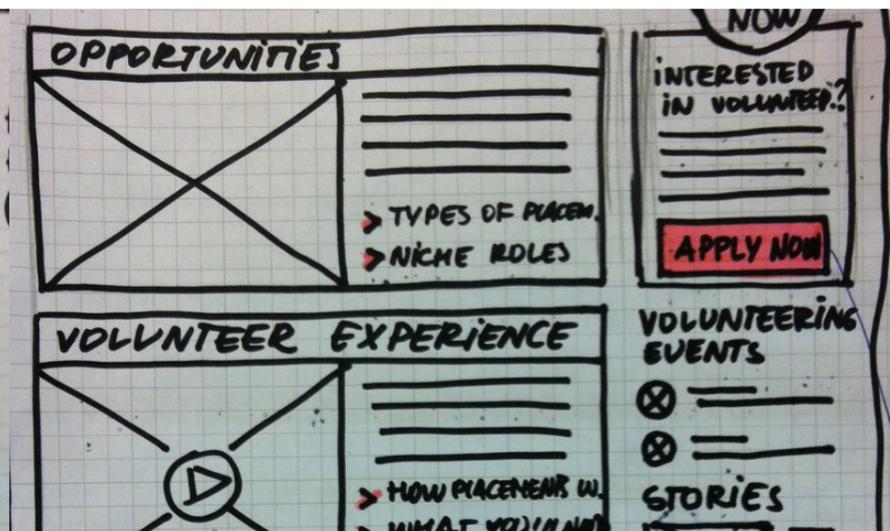
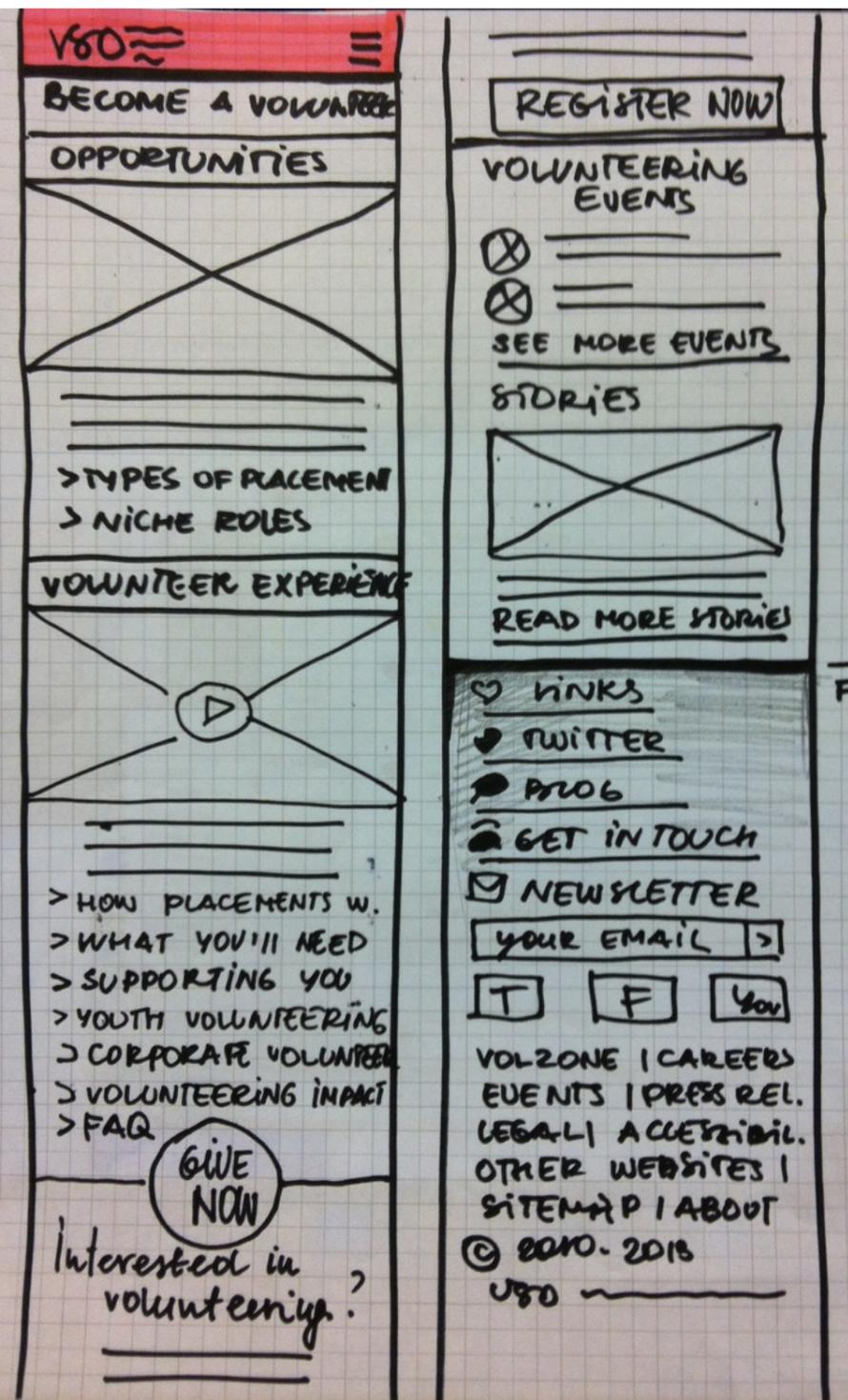
Customer (on the 'Explore' journey): Business with simple banking needs and revenue under £500,000



# VSO WEBSITE

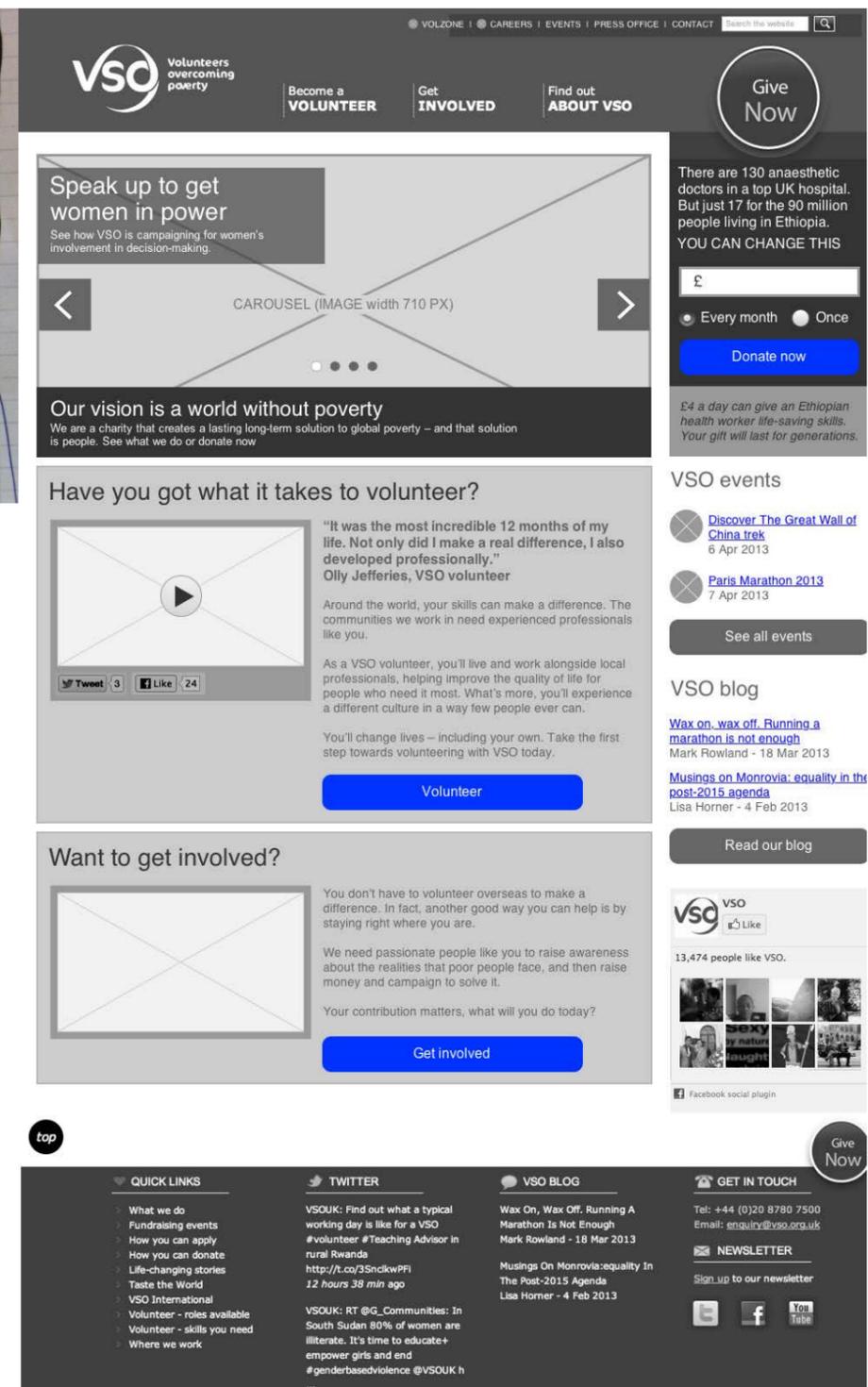
Role: Researcher, designer, mentor  
Time: 4 days  
Year: 2011

VSO is a world leading independent international development organisation that works to fight poverty in developing countries. At present, the organisation has 8 sites and this number likely to grow in the future. They approached us asking for help with optimising their site for multiple devices in 4 days.



Our main challenge in this project was understanding the content and enhancing the existing desktop experience in the given time.

We finished the engagement leaving the team a scalable template that enabled them to create an engaging mobile experience based on the transformation of the existing site, all on budget and within the constraints of the legacy content and systems.



# VSO WEBSITE REDESIGN: RESULTS

We delivered the work within the given time and budgetary constraints, receiving great feedback from the business on the quality and process.

We taught a few key people within the organisation how to build on what they already had, providing them with examples and templates for further work.

## Desktop - Homepage (960 Grid)

### Important Note

This guide has been designed to highlight the design changes made to the current templates. To get the grid and font sizes, please refer directly to the PSDs.



Have you got what it takes to volunteer?

**"It was the most incredible 12 months of my life. Not only did I make a real difference, I also developed professionally."**

Olly Jefferies, VSO volunteer

Around the world, your skills can make a difference. The communities we work in need experienced professionals like you.

As a VSO volunteer, you'll live and work alongside local professionals, helping improve the quality of life for people who need it most. What's more, you'll experience a different

### VSO events

- Discover The Great Wall of China trek  
6 April 2013
- Paris Marathon 2013  
12 May 2013

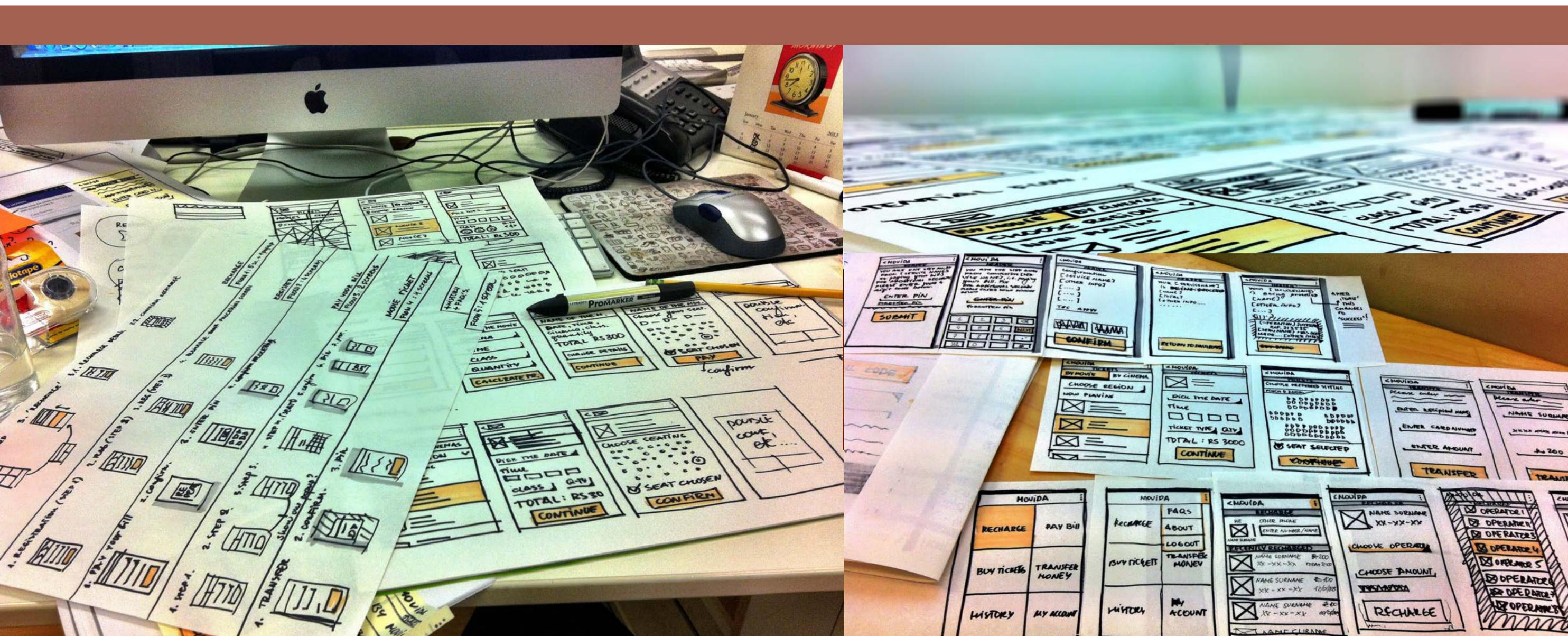
See all events

### USEFUL LINKS

VSO BLOG

# VISA MOVIDA REGISTRATION PROCESS

Role: Interaction design lead  
Time: 3 months



## Challenge

This application was designed to meet the needs of users in developing countries. Unfortunately it was struggling to meet its' customer acquisition targets, an issue that was identified as being linked to a cumbersome registration process.

## Process

We discovered the painpoints that the customers were enduring while completing the registration for the app, and transformed them into opportunities, thinking and acting beyond design conventions.

## Outcome

The app went live with the new process resulting in a reduction of user error and an increase of registrations.

# NATIONWIDE TRAVEL HUB

Role: Experience planner  
Time: 2 weeks

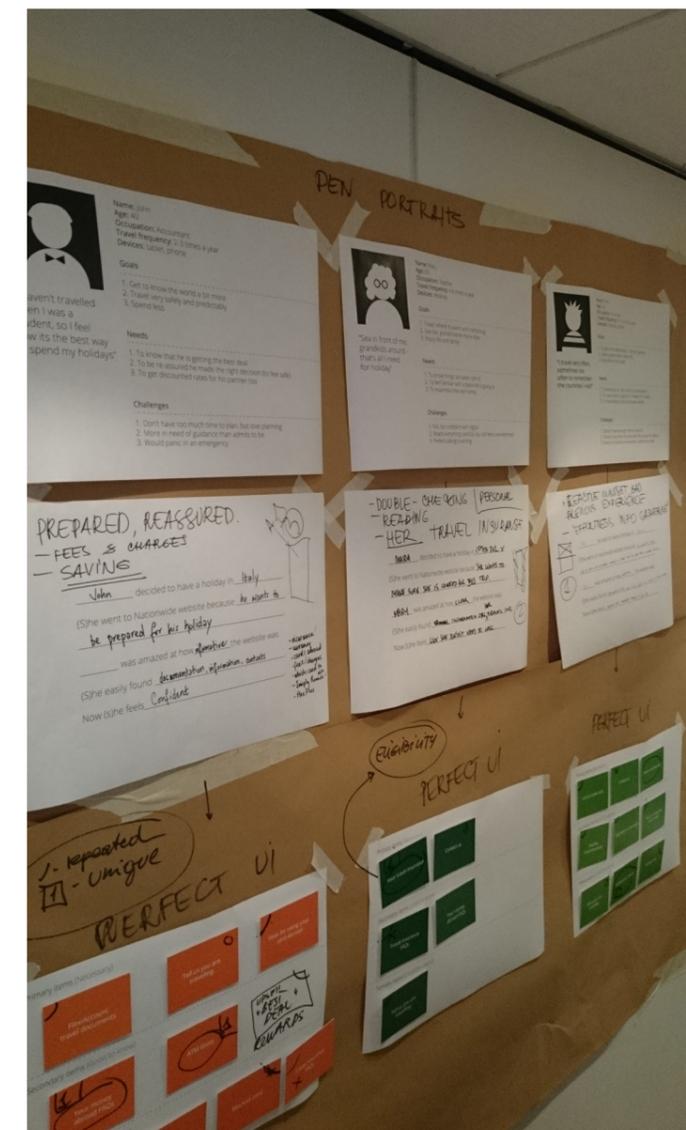
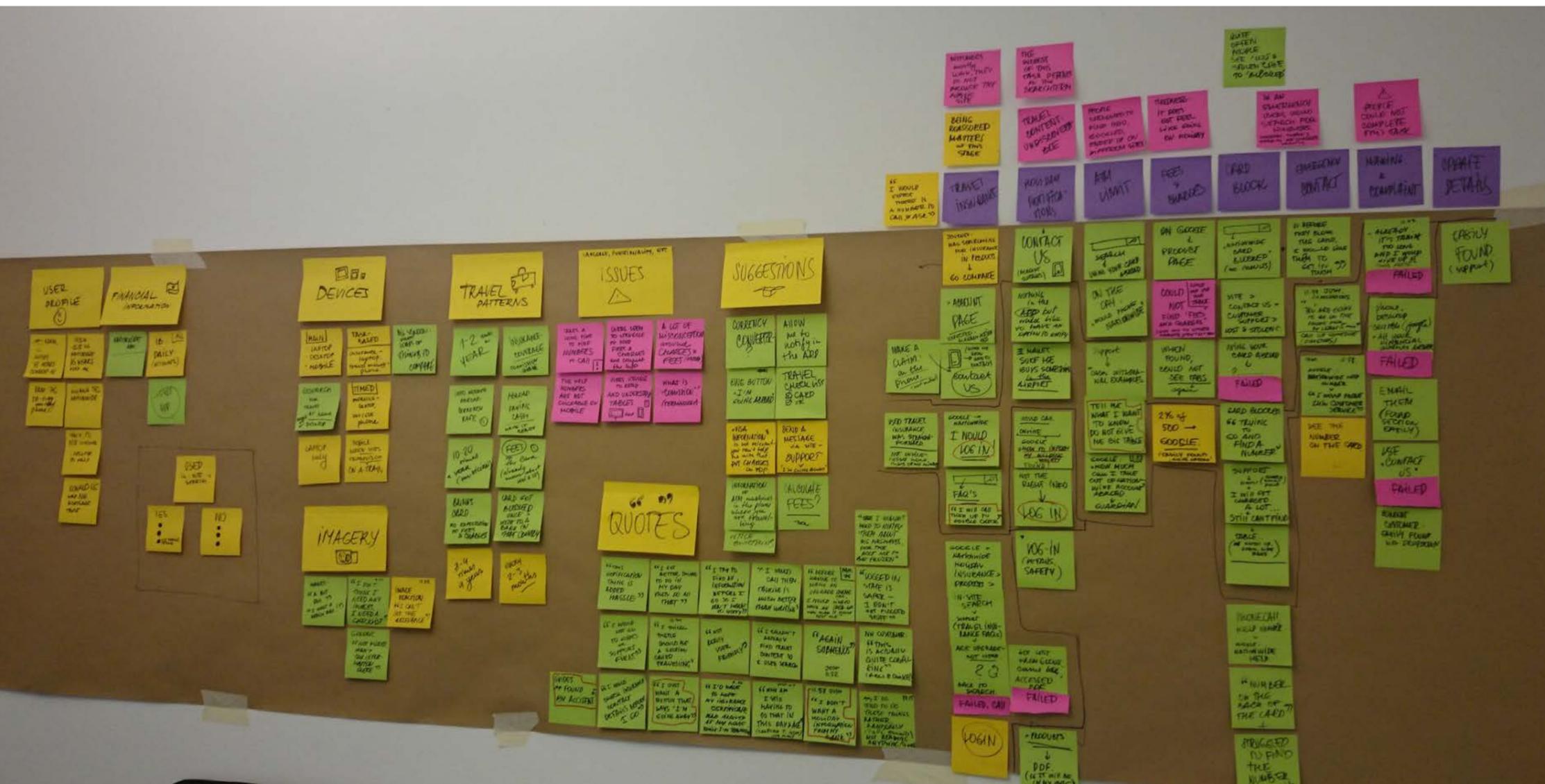
Answering a brief that asked to “Create a travel hub where customers could go to find all travel-related information”, we offered to rethink it, putting greater focus on the user's financial needs when preparing to go on holiday or already abroad.

To find out more about these needs, we did both field research and lab-based interviews, observing what information people need and how they go about finding this information.

When we gathered the findings and performed a workshop with senior stakeholders.

We did our best to immerse them in the customer's thinking and to look at the problem from a different angle.

The result was a travel hub that answered both customer and business needs, resulting in greater clarity and good feedback from the business.

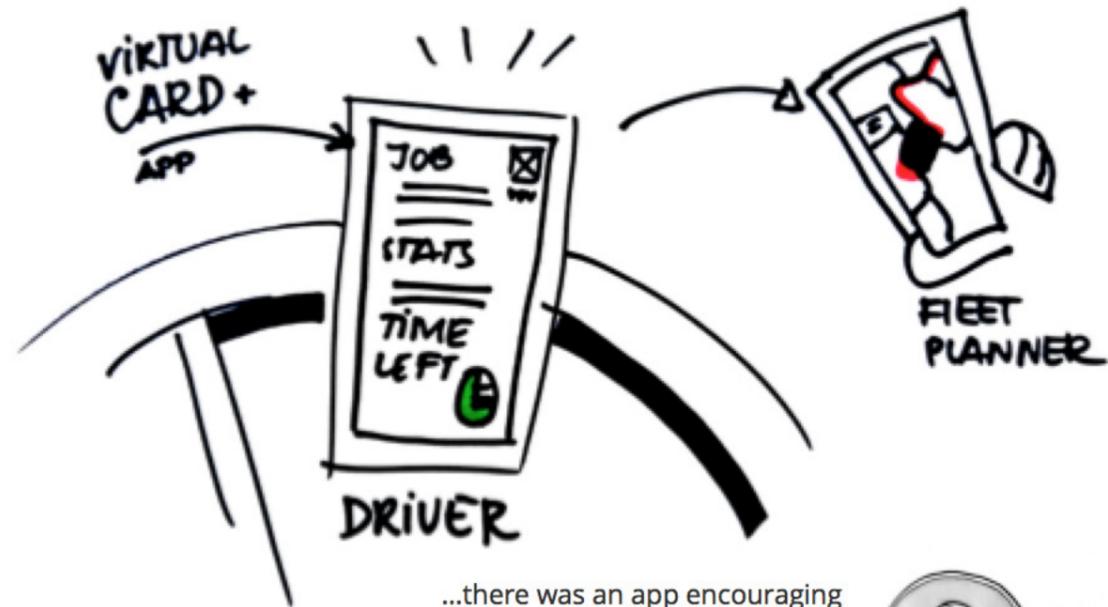


# SHELL WORK

Role: Design lead  
 Time: various  
 Year: 2013-2015

I have worked on quite a few pieces of work for Shell, including both conceptual and heavy re-platforming programmes, from global B2B platform redesign projects to future visioning pieces.

What if...



...there was an app encouraging driver's behaviour and simultaneously allowing the fleet planner to track the route and resources.

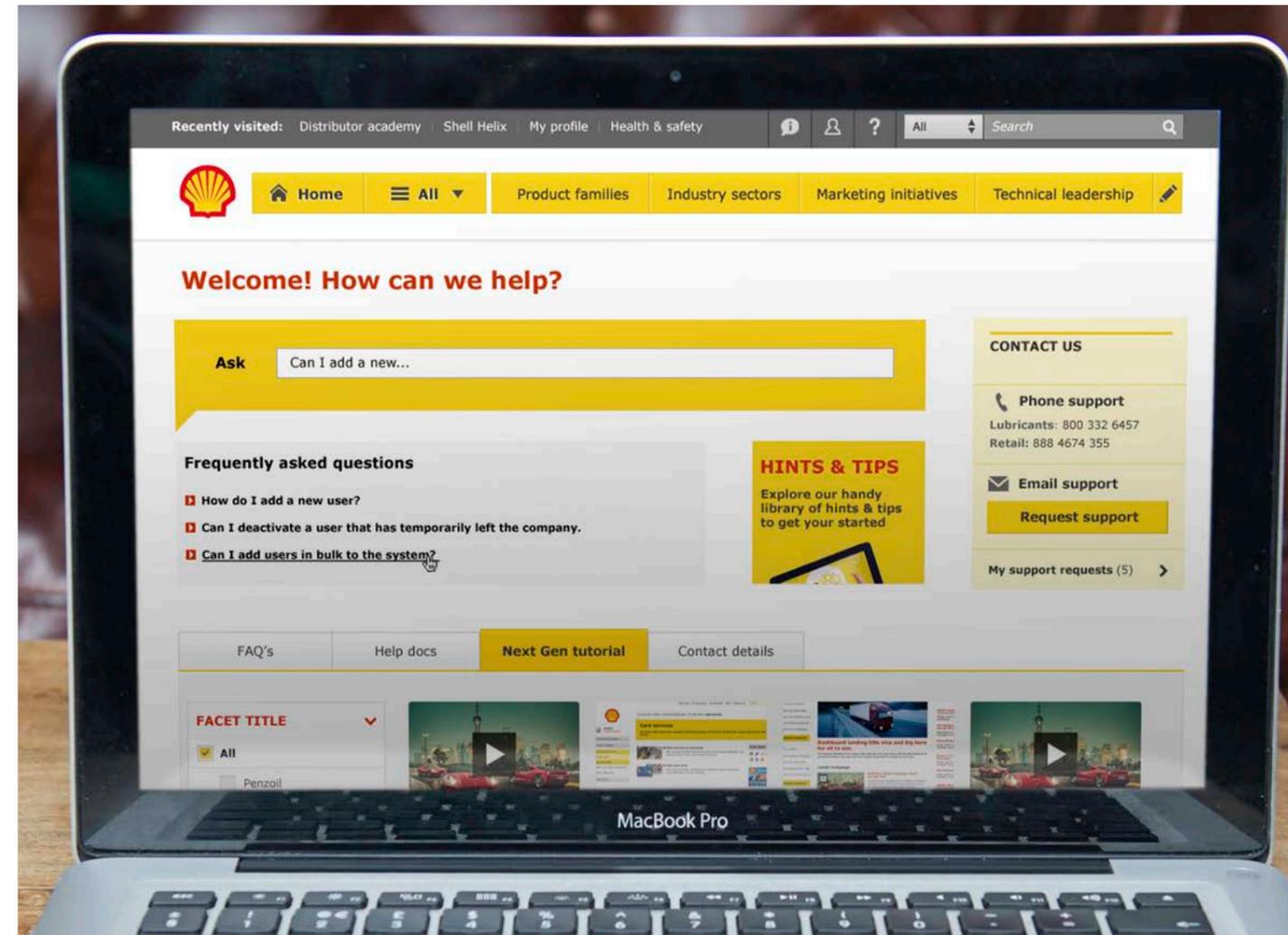


What if...



...the Finance manager could get updates on the difference between the estimation and actual spend automatically?

What if the interface would work and function in a similar way as the system he is used to - Excel, or any other internal financial system, eliminating the need for any other system and enhancing integration.





# WINNING NEW BUSINESS

This is one of my favourite areas to work in, but we can talk about it when we meet.

Pitches I have successfully led include:

- Reimagining an insurance app
- Future of health insurance
- Future of healthcare
- Future of an airline
- Future of air travel
- Online properties for an education software provider
- Real estate portal redesign
- Digital campaign for diversity and inclusion



# DEAR TO HEART

I truly enjoy every part of my work, but these are special.





# SPEAKING AND MENTORING

**Being a very passionate professional, I take any opportunity to extend skills, share and gain knowledge - I find the best way of doing this is through industry events or collaborations with universities.**

I have on-going relationships with two universities (Cranfield centre of design and innovation, Loughborough University) and continuously mentor at Global Service Jam, which is a worldwide event for Service Designers interested in social change.



# BRAILLIANCE

BRAILLIANCE

HOMEPAGE

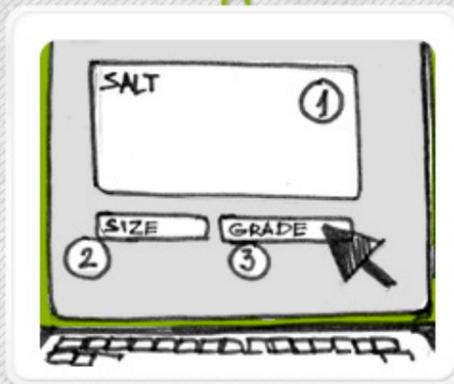
HOW TO USE

PHILOSOPHY

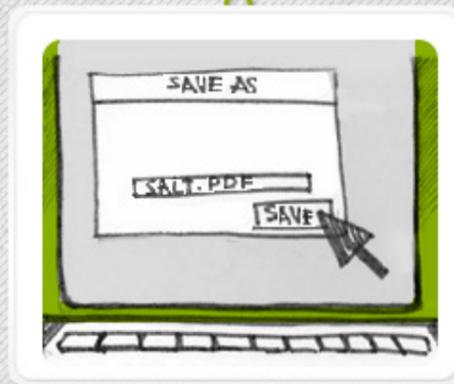
THE TEAM

GET IN TOUCH

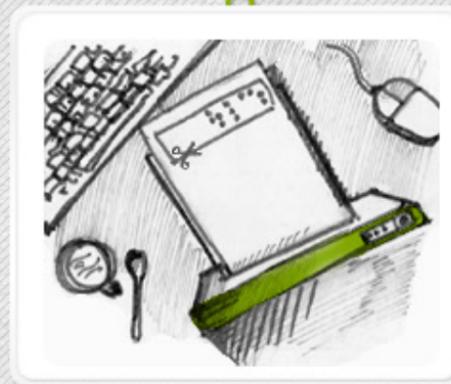
## How does it work?



Type your text in the input field and choose the strip size and grade type. Press the button.



Download the file.



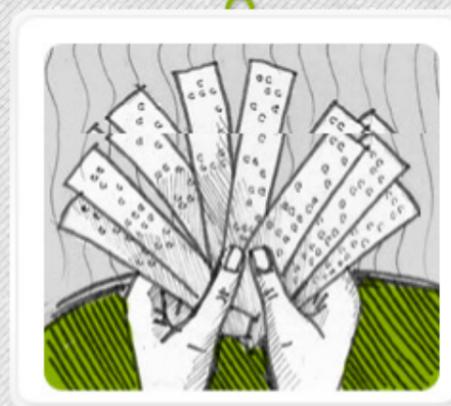
Print it.



Take a pen, pencil or anything else you'd find suitable and emboss the dots.



Stick it to any surface that you would like to make readable.



Hand it out.

**Brailliance is an out-of-hours project, executed in collaboration with two other fellow designers. The name is a merger of braille and brilliance.**

The idea was born when doing a small research on children's literature, realising how few books there are in braille and being surprised by the added cost of those books / cost of the printers (especially in developing countries).

Simple code allows the users of this site to convert English to braille, and then print out strips of desired size in an inverted print: which means that when they push in the dots from one side, the correct sentence reveals itself on the other.

Main thought behind the project is that, being brilliant (and being able to see) yourself, you can help someone else to be able to see too.

# THANK YOU

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