RYAN WISEMAN

EXPERIENCE AND SERVICE DESIGN LEAD

CONTACT

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ACHIEVEMENTS

- BIMA CX Chair - ongoing
- Grown AND's XD capability through strategy, recruitment, developing talent and contributing to ~£8m in revenue
- Grown engagement in AND's XD community by over 100%
- Guest Lecturer, Experience Design at Ada College - ongoing
- Adobe MAX 2020 session and lab speaker (over 12k attendees)
- Adobe Advisory Board Member 2020 - 2021
- Adobe Creative Ambassador 2018 - 2021
- Led the global adoption of Adobe Creative Cloud at Deloitte
- Deloitte Digital EMEA Exceptional Achievement Award 2020 & 2021

EXPERTISE

- Experience Strategy
- Experience Design
- Service Design
- Customer Experience
- User Research
- User Testing
- Brand Strategy
- Product Management
- Design Thinking
- User-Centred Design
- Coaching and Mentoring
- Agile Ways of Working
- People Leadership
- Public Speaking

EDUCATION

The Open University
BSc Digital Technology Solutions

The Open University
Foundation Degree in Digital Innovation

PROFESSIONAL SUMMARY

I'm a strategic Experience and Service Design Leader; curious about the world, the way we live and the future. My mission is to shape innovative, human centred experiences that inspire and bring people on a journey of change. I harness the power of design-thinking to carefully craft elevated experiences across channels, touchpoints and environments. I have demonstrated this across a range of diverse clients and teams; on small to large digital and creative transformations. I understand the balance of how to empower a team to do their best work, while still having the ability to be more hands on to ensure successful delivery. I am also recognised for quickly adapting to the context of fast-paced projects, while consistently delivering quality outputs.

KEY EXPERIENCE

AND Digital   SEPT 2021 - PRESENT
Senior Experience and Service Design Lead

I oversee the craft within a business unit of 100 ANDis, and operate in the role of Head of Design and Engagement Lead for client projects. I also play a key role sitting on the XD board for AND, shaping our strategic approach for consistent client delivery. I drive community engagement and promote best practices to ensure our team remains innovative and responsive to client needs. A select few key client projects listed below.

WTW Health and Benefits - Enterprise SaaS
Global Head of Design and Product

- Demonstrated operational and strategic leadership, directly with a **team of 14** (UX, UI, Research, Service Design and Product), across the wider programme of ~50 BAs, developers, product owners and delivery.
- Developed WTW's **global experience proposition** and target user experience, driving their transformation strategy. Delivered downstream product visions and mobilised teams to build the MVP.
- Collaborated with **global c-suite leadership** across US, Europe, LATAM and APAC influencing designs, driving user-centred change.
- Collaborated with business and technology key stakeholders to define key success outcomes, requirements, align on priorities and define the path to **transform vision into action**.
- Transformed the mindset across the business and technology, enabling **data and insight decision making**; more broadly to adopt design thinking ways of working.
- Built strong team dynamics and implemented more **collaborative ways of working** across a programme of 8 cross-functional teams, developing a psychological safe environment for people to do their best work.
- Worked in collaboration with the global design system team and the brand team to provide creative direction to UI designers.
- Successful initial 8 week discovery led to continuing over a year of work, worth in **excess of £2.5m**.
- **Reduced operational cost** and centralised access to data.

Aviva - B2C Native App
Experience and Service Design Lead

- Operationally and functionally led a team of 6 to facilitate ongoing discovery for the MyAviva customer experience, balancing the immediate needs of the app re-platform to deliver production ready designs, while also setting the strategic future vision.
- Facilitated **rapid design activities** (eg. Design Sprints) to understand insight at fast pace, while also engaging business stakeholders in the process.
- Established a continuous research and testing framework, enabling data-driven designs at fast pace.
- Advised **c-suite stakeholders** on adopting design and user-centred decision processes.
- Transitioned the programme to a **customer and data-centred** delivery approach.
- Drove the adoption of embedding accessibility into ways of working and preparing for an accessibility audit, uplifting compliance to be fully AA and AAA in some areas.
- Understanding industry trends and market dynamics to ensure the experience delivers on customer expectation and brings a strong and strategic competitive edge.
- Achieved an app store rating of **4.6 on iOS**, 1 month after go-live.
- Since seen a **21% increase** in app users and **16% increase** in customers with multiple products.

Openr - B2B SaaS
Head of Design

- Led a team of 6 designers to define the experience strategy and vision for a **new go to market proposition** set to revolutionise operations for the hospitality industry.
- Partnered with product and technology leadership to drive strategic decisions and foster **strong cross-functional team dynamics**.
- Leveraged design-centred ways of working across teams to define detailed requirements, influence the roadmap, and inform buy vs. build decisions for technology capabilities; while building out our MVP ahead of launch.
- Competitor benchmarking to understand the baseline foundational needs to deliver value vs. how we can differentiate.
- Developed a **go-to-market prototype in 2 weeks** and created a compelling demo narrative in line with our strategic approach to visualise our proposition with industry partners.
- Solution streamlined hospitality processes by enabling operations to be managed centrally, increasing efficiencies through automation and intelligence. Private pilot (with a restaurant chain of over 200 sites), demonstrated a **300% revenue increase**.

TOOLS

- Figma
- FigJam
- Miro
- Adobe Creative Cloud
- Canva
- Sketch
- InVision
- Abstract
- Zeplin
- Balsamiq
- Atlassian
- Sharpies
- Post-its
- Dot stickies
- String
- Whiteboards

SKILLS

- Customer Proposition
- Loyalty
- Innovation
- Concept Development
- Competitor Benchmarking
- Personas
- Journey Mapping
- Ecosystem Mapping
- Workshops
- Design Sprints
- Measurement
- Accessibility
- Design Systems
- Wireframing
- Prototyping
- Requirements Gathering
- Prioritisation
- Problem Solving
- Collaboration
- Communication
- Stakeholder Management
- Capability Building
- People Development
- Recruitment
- Ways of Working

LANGUAGES

- English (fluent)
- Spanish (conversational)

Deloitte Digital
SEPT 2017 - SEPT 2021

Design Lead

I worked across various digital and creative transformations, while also leading Deloitte's global Adobe Creative Cloud alliance. I provided career coaching and mentorship, supporting ongoing growth and success. I also established The Connected Creative Studio, a global go-to-market offering, enabling clients to integrate their in-house studios and deliver consistent, impactful and human brand experiences. A select few client projects listed below.

Chase UK - B2C Omnichannel Experience

Brand Experience Design Lead

- Collaborated with cross-functional teams to deliver production-ready designs across web, email and social media channels.
- Consulted on strategy for content production and digital asset management to deliver consistently and at scale across multiple channels.
- Since **won multiple awards** including 'Best British bank', 'Consumers Choice' and achieved #1 app store rating in the first year
- Over **1 million customers** in the first 12 months after launch
- Enabled marketing team to bring **~80% of their content production in-house**
- Development and rollout of the design system for responsive web and digital marketing channels, and brand style guide for Chase UK
- Defined content workflows that integrated design with Adobe Experience Platform
- Upskilled teams, enabling them to make better use of their creative tools and streamline their workflows.

DVSA - B2C, B2B, Native App and Web

Experience and Service Design Lead

- Successfully managed design, estimation, and stakeholder expectations **across 3 digital products** (a customer facing web app, vehicle testing iOS app, back office team web app) as part of cross-functional delivery teams.
- Defined the strategy and approach for building **accessibility** into our ways of working, preparing the team for a GDS and accessibility assessment (full compliance mandatory requirement for any government public facing service).
- Set the creative direction and build the Design System.
- Back office processing times reduced from **15 minutes to 3 minutes** per case.

OTHER NOTABLE PROJECTS

- **Subway** - Experience Design Lead, led the development of Subway's global digital personalisation strategy and design across app, web and kiosk.
- **Mars Wrigley** - Proposition Design Lead, developed a B2B proposition for Mars to strengthen their relationships with convenience store owners through tailored engagement strategies.
- **Berry Bros. & Rudd** - Experience Design Lead, developed a new loyalty customer proposition and experience strategy for how to turn this vision into action.
- **Oxford University Press** - Service Design Lead, running various Design Sprints and developed the Experience Strategy for a B2B2C virtual learning platform for English Language Learning.
- **ASOS** - Proposition Design Lead, developed a B2C proposition for a clothing recycling offering.
- **CustomsClear** - Experience and Service Design Lead, leading a team of 10 designers, developed a new startup proposition and experience for Deloitte Tax aiming to provide a B2B self-serve service for small to medium sized businesses managing their customs compliance following Brexit.
- **Sony Europe** - Senior Experience Designer, working on Sony's D2C proposition for Europe.
- **Home Office** - Product Designer, digitising the United Kingdom visa application process.