

# Andrew Mamo

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Product and experience design leader. Experienced design professional and design educator. Skilled in UX Design, UX Writing, CX Design, Product Design, Workshop Facilitation, Design Strategy, Design Management, Design Education, Course Programming and Content.

## Experience

### **Experience Design Director at Symplicit**

*September 2016 - Present*

As a member of the Senior Leadership Team at Symplicit, I guide delivery of concurrent projects across a range of products and clients, as well as assisting to define new and innovative ways to engage and provide services to our clients, checking the quality of work done and also helping the business to establish a design/development workflow that introduces agile methodologies for Symplicit's delivery teams.

As Experience Design Director, my role requires me to:

- Lead project teams to deliver intelligent, professional and informed user-centred design solutions
- Conduct user research and synthesise results and insights
- Facilitate co-design workshops
- Collaborate with Directors and Management to establish project goals, activities, deliverables and success metrics
- Define, plan and execute experience design projects in consultation with Directors, Management and Project Management
- Deliver projects on-time and on budget and be able to manage the day-to-day efforts of a team to achieve this
- Work closely with Directors, Management and Project Managers to understand project objectives and scope and be able to effectively communicate these to clients and other team members
- Act as quality control and overall Design Lead for projects I am assigned to, liaise with other Symplicit Leads and Experience Designers for best practice, recommendations and peer reviews
- Advocate the Symplicit design methodology and philosophy to clients, potential clients and other UCD professionals

- Deliver on all facets required of a senior client-facing consultant - including client presentations, mentoring of other team members and reporting back to Directors and Managers on potential project risks and issues
- Foster client relationships
- Create, present, manage and maintain all user experience deliverables e.g., user scenarios, mental models sitemap/navigation scheme/taxonomy, annotated wireframes, interaction outline/specifications etc.
- Execute a full range of user-based testing and evaluation methods
- Individually create and/or manage research and design outputs including:
  - User research recruitment specifications and discussion guides
  - User research analysis and insights reports
  - Design workshop programs and schedules
  - Creation of scenarios and personas
  - Heuristic (expert) reviews
  - Interaction design, site maps, wireframes and mock-ups
  - Writing up reports and key deliverables
  - Presentation of findings to clients

### **UX Principle at Nine Entertainment Co.**

*December 2013 – September 2016*

A key requirement for this role was to work with editorial teams, development teams, product managers, commercial teams, and third parties to deliver innovative and consistent UX/UI design solutions for VOD services across multiplatform products for 9Jumpin and 9Now.

Responsibilities for the role included:

- UX and UI innovation and design for Video-On-Demand services across platforms
- UX design for iOS, Android and responsive web
- User research and testing
- Developing storyboards, mockups and prototypes to effectively communicate interaction, design & UX flows for all stakeholders
- Collaborating and rapidly iterating to produce prototypes & high fidelity UX/UI interaction patterns and framework solutions in an agile development environment
- Briefing developers, working with design teams across the organization and acting as user advocate
- Creating interaction models, user task flows, screen designs, and UI details that promote ease of use and optimise the user experience.
- Management of web/mobile/tablet/app UX/UI / & Responsive Design workflows
- Designing scalable templates to work with the Sitecore CMS
- Facilitating internal design forums and workshops
- Stakeholder management across the Nine Network group and with 3<sup>rd</sup> party services

## **UX Design Instructor at General Assembly**

*June 2014 – May 2015*

As UXD Instructor for General Assembly, I instructed students in the core skills that make up the entire UX design process. From research and ideation to prototyping and testing, through to working with teams and stakeholders as advocates of Design Thinking and UCD.

The course consisted of twice-weekly presentations and workshops, where classes of up to 25 students worked with UX design processes and tools to design and test a minimum viable product defined through user research.

The course program included:

- User research & testing, usability principles, wireframing and prototyping, information architecture, and design patterns
- Understanding how user experience design fits within product development and design as a broad category
- Understanding different design and product development processes including waterfall, lean UX, and agile methods
- Production of documentation and deliverables, including:
  - Research results
  - User personas
  - Information architecture
  - User flows
  - Design patterns
  - Wireframes
  - Prototypes
  - Usability test results

## **UX Design Lead at Spring.me (formerly Formspring.com)**

*September 2012 – December 2013*

As UX Design Lead, I worked directly with the company founders, CTO, product and development teams both locally and remotely to design a product that aimed to capture a universal purchase intent profile through Spring.me (formerly Formspring), a social media platform that currently had over 20 million active users globally.

My responsibilities ranged from brand design through to UX design, UI prototyping and design, user testing and social strategies and integration. It was a very hands-on role in a fast paced startup environment requiring scalable and flexible creative solutions to constantly shifting requirements.

## **Head of UX Design at LivingSocial Australia & New Zealand**

*April 2010 - April 2013*

LivingSocial is a global brand delivering millions of emails to its user base every day. Its original focus was delivering and displaying one daily deal to each of its local markets per day. As the company grew and expanded its range of markets and offerings globally, ensuring the effectiveness of user experience and the purchase funnel across all verticals became crucial.

In my role as Head of UX Design for the Australia and New Zealand markets, I was responsible for both innovating and improving product design for the company.

My responsibilities included:

- UX and product innovation, design and development across the LivingSocial platform for both desktop and mobile
- Product design team management
- Stakeholder management and presentations
- Management of remote development teams
- Brand management and creative direction
- Social media strategy
- social media content marketing and application design
- B2B and B2C marketing communications

## **Digital Creative Director at C4 Communication Pty Ltd**

*December 2009 - April 2011*

As Creative Director for C4 Digital, I was responsible for delivery of design for interactive projects across web, kiosk and mobile applications.

I worked with production services to initiate and co-ordinate the development and execution of creative strategies and interface design for interactive campaigns across all business channels, with responsibility for representing and communicating C4 Digital's creative and business philosophy, methodology and capabilities to clients. Clients included Telstra, BigPond, Sony, Travelex, Westpac and CBA.

## **Associate Creative Director at C4 Communication Pty Ltd**

*May 2009 - December 2001*

I assisted the Group Creative Director, production and client services in directing cross-disciplinary development and execution of creative strategies for both interactive and experiential campaigns.

I worked closely with the Studio Manager to coordinate the allocation of design resources for projects. I was also responsible for sign-off on project scopes and estimates, and ensuring deadlines were met. I also worked with the Creative Director and Studio Manager to resource

the C4 Design Studio and Flash Development team, with responsibilities including the hiring and management of a team of full-time and contracted designers and flash developers.

### **Design Director at C4 Communication Pty Ltd**

*March 2008 - May 2009*

As Design Director for C4 Communication, I led a team of interactive designers and developers in interactive project planning and cross-disciplinary development and execution of creative strategies and design for a range of platforms and media including web, kiosk, print, video and experiential.

The role was client facing with strong written and verbal communication skills needed to advocate design to clients, and to ensure design requirements were effectively communicated to all project stakeholders. Clients included Virgin, Cisco, Qantas and Energy Australia.

The role was hands-on and required in-depth knowledge of the creative toolkit to develop and execute creative concepts and working prototypes for interactive projects, and to also the develop and execute motion graphics and a range of other graphic design such as display advertising and 3d renders for experiential projects.

### **Senior Interactive Designer at C4 Communication Pty Ltd**

*September 2007 - March 2008*

I worked with a cross-functional team to design user experiences by translating product requirements into engaging concepts and interface designs.

I was required to develop high level and detailed scenarios, site maps, storyboards, mockups, wireframes and prototypes to effectively communicate interaction and design ideas to clients and project teams. The skills required for this role included in-depth knowledge of HTML, CSS, and AS2, with a broad range of technical skills across the creative toolset (Photoshop, Illustrator etc) and experience in animation, motion graphics and 3d modeling. The position required me to liaise with multiple project stakeholders, including clients. I documented process through design briefs, style guides and IA recommendations and effectively communicated design requirements to all project stakeholders. I was also responsible for the delegation of tasks to junior designers and contractors.

### **Senior Designer at Glass Onion**

*March 2007 - September 2007*

I was responsible for the front-end design and development of websites and associated content for a number of high profile clients including RAMS Home Loans, KFC, Pizza Hut, NRMA and Tony Ferguson Weight Loss Centres.

The role required me to design web interface concepts and develop them into W3C compliant sites. The skills required for this process included in-depth knowledge of HTML, CSS, Flash, PhotoShop and Illustrator as well as an understanding of PHP, JavaScript, SEO and a range of Content Management Systems. I worked with a small team of account managers,

information architects, solutions architects and developers through the life-cycle of a project, with responsibilities ranging from creative strategy right through to cut-up and coding. My role required me to also maintain communication of the creative direction of the project to the client and the team.

## **Lecturer in Visual Communication and Digital Design at College of Fine Arts and Central Queensland University**

*March 2001 - February 2007*

In both of these roles, I was responsible for instructing students in the use of a broad range of multimedia theory and software including: Photoshop, Illustrator, InDesign, Dreamweaver, HTML, CSS, Flash, AS2, JavaScript, PHP, ColdFusion, 3d animation, digital video production and digital audio production.

In this position, I leveraged my industry experience into the tertiary academic environment. I was able to identify substantial synergy between design education and design industry practices, particularly at the senior level, where essentially I was responsible for managing groups of young designers, ensuring that they met deadlines while maintaining quality assurance through submission of appropriate documentation such as concept briefs and project plans to support the production cycle. As lead lecturer at CQUSIC, I was also responsible for the management and coordination of a small group of freelance design lecturers. This role required the identification of skills and the allocation of human resources to appropriate course content areas.

## **Skills & Expertise**

- CX design
- Service design
- UX workshops
- Instruction in Design Thinking
- User research
- Lean UX
- Rapid prototyping
- Instruction in UX toolsets
- Heuristic analysis
- Stakeholder management
- Product management
- Mentoring of design teams

## Education

### **Master of Arts (Design)**

University of Western Sydney

### **Bachelor of Fine Arts**

College of Fine Arts UNSW

### **Bachelor of Arts**

University of Sydney

## References

### **Brian Miller**

*Development Director at Nine Entertainment Co.*

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### **Shireen Santos**

*Web Delivery Manager at Nine Entertainment Co.*

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### **Linh Le**

*Senior Experience Designer at Symplicit*

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### **Ed Harvey**

*Senior Product Manager at Nine Entertainment Co.*

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### **Colin Fabig**

*CEO at LivingSocial, Angel Investor*

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