

2014

+ Curriculum Vitaé

You are looking for a passionate, energetic professional with a well rounded background in implementing marketing programs, and a strong desire to take your great brand further. You value the importance of having an active dialogue with your customers.

An Experience Architect with Service Design capabilities and an extensive background in Marketing and Advertising, I have worked on both client and agency side.

I create powerful and evidence based programs interwoven with compelling narratives to inspire, prod and influence your target audience.

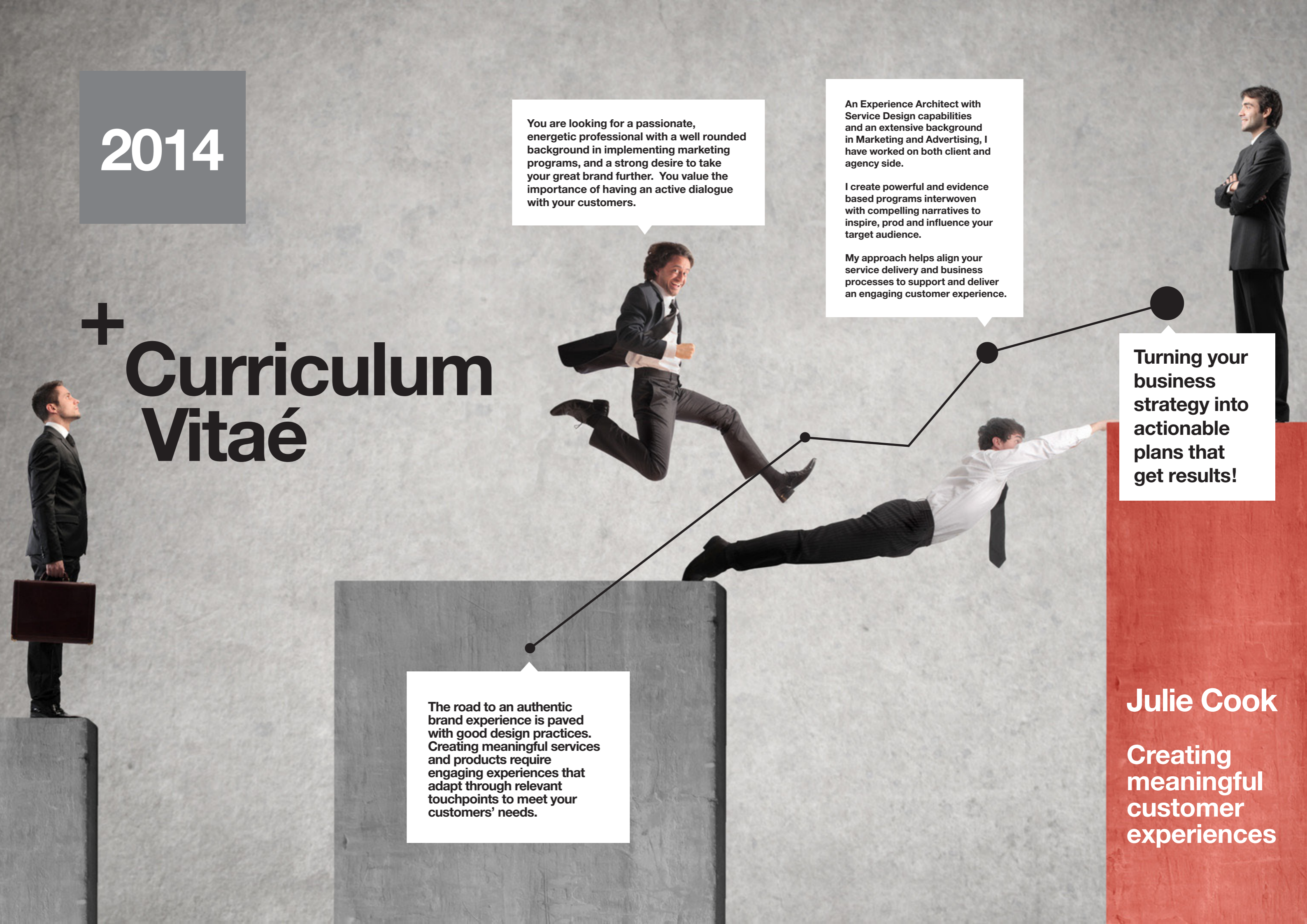
My approach helps align your service delivery and business processes to support and deliver an engaging customer experience.

Turning your business strategy into actionable plans that get results!

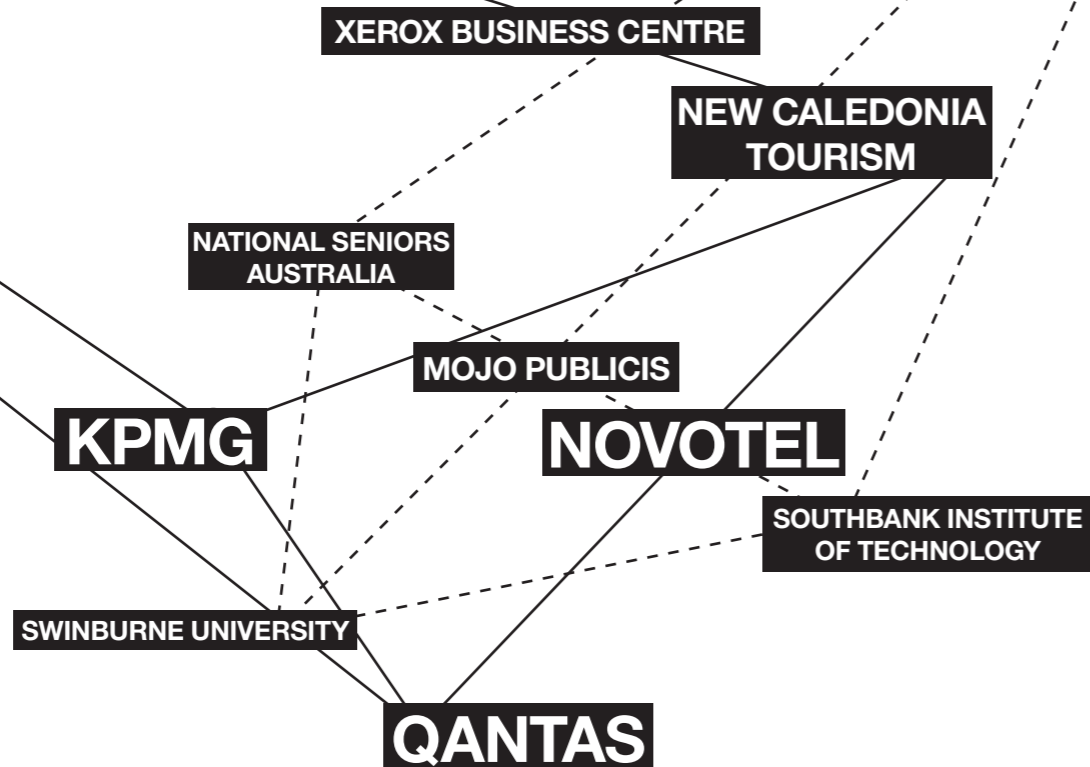
The road to an authentic brand experience is paved with good design practices. Creating meaningful services and products require engaging experiences that adapt through relevant touchpoints to meet your customers' needs.

Julie Cook

Creating meaningful customer experiences



+ Blending customer and user experience to design meaningful & engaging services



Leveraging my expertise in Experience Design and Marketing with a strong focus on **contextual research** (to help uncover tacit knowledge), **business ethnography** (identifying human factors that directly affect your service delivery and business processes), **experiential marketing** (creating meaningful experiences and engaging touchpoints) and **seeding trials** (to increase the uptake of your services with precision), my approach is efficient and cost effective. I have a proven track record in generating insights, designing and marketing service experiences.

My approach forms a body of knowledge and practice referred to as Design Anthropology (a field that is only 20 years old and encompasses service design, human centred research, customer & user experience and business ethnography). It blends the methods of design with the rigour of research from social sciences about the human factor. It is a burgeoning field and gaining rapid ground in Australia. Leading companies who employ design anthropology practice include the Mayo Clinic, Xerox, IBM, Intel and IDEO.

Achievements

Dornau Communication Group
Design and Implementation of Marketing program and campaigns over a 2 year period for New Caledonia Tourism where we were awarded an International Public Relations Association's (IRPA) Golden World Award for Excellence in 2009.

Our marketing program increased Australian and New Zealand visitors to New Caledonia by 11% in 12 months.

Swinburne University
Golden Key International Honour Award
Recognised as a graduate student for intellectual achievement, having excelled academically while enrolled in Graduate Diploma in Communication Design.

Graduated in top 10% of class for Master of **Design Anthropology** (Service Design, Design Thinking, Human-Centred Research and Business Ethnography) at Swinburne University.

CIO of the Future
Contributed expert insight for online publication, CIO of the Future, highlighting the role of Design Anthropology in Business and IT. Link for the article is available on my portfolio site.

Pioneered the application of contextual research, human-centred approach and business ethnography in a number of projects, including the following methods:

- Customer Experience Research
- Customer Participation Mapping
- Business Ethnography
- Emergent Strategy Analysis
- User Experience Research
- Service Experience Audit
- Cultural Research
- Service Design
- Service Blueprint
- Service Scenarios
- Storyboards
- Scenario Simulations



Experience Education and Skills...

My knowledge and experience coupled with the completion of my Master's Degree, has afforded me the ability to translate cutting edge methods developed by academic experts in the fields of Design, Anthropology and Marketing to benefit my clients.

I have delivered **workshops on design thinking**, implemented marketing strategies, **designed services** and **mapped customer experience** (b2b & b2c) to facilitate a deep understanding of the customer's evaluation process, expectations, needs and desires. **This has resulted in successful design and marketing of product and service experiences that have enabled my clients to increase uptake, engage their customers and improve their effectiveness in their marketplace.**

Given my experience working with multidisciplinary teams I have developed strong skills in organisational change and am proficient in adapting and implementing business change.

I have a keen interest in strategy, business processes, human-centred user research and, in particular, the retail sector, where romancing the customer is a key factor to success.

SOFTWARE PROFICIENCY

Microsoft Office
Word, Excel, Outlook, Project, Visio
Adobe Creative Suite CS5
indesign, Dreamweaver, Illustrator & photoshop
Proficient on Mac, Linux and PC platforms
Proficient in adapting PHP code
Proficient in adapting CSS & HTML5
Sharepoint, Sitewide, wordpress and Drupal

PEOPLE & CULTURE

Small Team Management
Coaching, Mentoring and Performance
management of students in higher education



Queensland University of Technology 1997-1999
Completed 2 years of the degree. Programming in Java was not my strong suit.

Environment Australia 1998-1999
Based in Canberra. Junior team member of the SAP launch. Federal Government.

Department of Emergency Services 2001-2002
Completed a 1 year traineeship on IT System Design and Analysis as part of the Intranet Design Team.

Camros Design 2001-2010
Established a design practice and worked with 15 Small Business clients on long-term marketing and design projects. Full list available on request. Managed a small team of contractors to deliver programs to clients.

QANTAS Link 2003
Part of the team responsible for the launch of the Q400 fleet for Qantas Link. The national launch included 23 destinations across Australia. Responsible for event management, design and delivery of marketing collateral and supervision of temporary staff.

WorleyParsons 2003-2004
Inhouse Designer and Marketing Assistant. Worked directly with Managing director at JWP prior to its merger with WorleyParsons.

Edington Agencies & Hetech 2004-2005
Responsible for marketing of turnkey solutions to the B2B sector. Introduced & implemented a suite of digital marketing solutions and enhanced traditional marketing programs within sister companies.

Xerox 2006-2007
Inhouse Communication Designer. Managed branding guidelines and marketing campaigns. Sold graphic services to Clients. Achieved high sale volumes. Never missed the sales lunch!

Southbank Institute of Technology 2007
Independent Digital Marketing Consultant. Part of the rebranding team responsible for the brand launch of the Southbank Institute of Technology, previously known as Southbank TAFE.

Dornau Communications 2008-2010
Managed multiple clients in both B2B and B2C sectors. Responsible for a complete marketing program (\$2M account). Project and stakeholder management and new business acquisitions.

National Seniors Australia 2009-2010
Independent Digital Marketing Consultant. Service redesign and Marketing Strategy update. Stakeholder Management. Design and deployment of the new marketing program across digital and traditional channels.

Swinburne University 2010-2012
Created training and educational material for students. Managed students' performance & learning in 3 subjects as part of their undergraduate degree.

Marble Arch Consulting 2013 - Current
Established Marble Arch. Facilitated Design Thinking and Innovation workshops for startups and Management consulting companies including KPMG. Conducted short business ethnography research (max 3-4 weeks of observations and analysis report).

Swinburne University 2011-2012
Conducted a successful research project which dealt with service design, organisational change, innovation process, experiential marketing and design thinking in service based organisations.

CAPABLE AND EXPERIENCED IN

• brand strategy • communication design • digital marketing • seeding trials • social media marketing • service design • stakeholder management • project management • workshop facilitation •