

Digital Transformation

MANAGEMENT CONSULTING EXPERIENCE



BOSTON CONSULTING GROUP . DIGITAL VENTURES . 2017

CX LEAD . Contract . Consumer Lending . National Australia Bank, Operationalising and enabling transformation within the credit card space.



IBM . INTERACTIVE EXPERIENCE . 2015 - 2017

Associate Design Director within IBM's Interactive Experience Practice. Customer Experience Strategist at Managing Consultant level within the wider IBM. Responsible for managing PoC projects across financial services and Manufacturing sectors. Managed and lead successful proposals for smart cities, government and financial services projects. Heavily involved in managing a number of projects within the smart cities portfolio. Responsible for building service design and research capabilities within the practice.



DELOITTE . DECISION SCIENCE + ANALYTICS . 2013 - 2015

Independent Consultant . Contract

- SMART CITIES
- SERVICE DESIGN
- INNOVATION
- BUSINESS TRANSFORMATION
- EXPERIENCE DESIGN

EDUCATION

ARTIFICIAL INTELLIGENCE + BUSINESS STRATEGY . 2018 . MIT SLOAN SCHOOL OF MANAGEMENT

CERTIFIED SCRUM PRODUCT OWNER . 2017 . SCRUM ALLIANCE

CURRICULUM VITAE 2018 . Julie Cook . Design Anthropologist. 0431 440 999 . juliecook.cx@outlook.com

Julie focuses on guiding projects and initiatives through the lens of design excellence with broad experience in strategic design, service design, and brand strategy. Julie has worked in partnership with clients across industry sectors in their pursuit of innovation and business transformation efforts by designing and reimagining digital projects to improve customer facing services. A design leader with deep experience in improving and redefining consumer, citizen experience including financial services, manufacturing, government and education sectors.



QSuper Group

2017 . Current

INDUSTRY EXPERIENCE

In the last 12 months, I have worked closely with the head of digital and IT Transformation to identify new focus areas, develop new ways of working and incorporate new expertise to transform from the current state and generate future value for QSuper Members within the financial services sector.

To inform a successful digital transformation journey across an enterprise, I partner with IT and other Business Units at QSuper on their path to reinvent their core customer facing activities by innovating around the experiences they offer. This involves a fundamental re-imagining of how the organisation designs, operates and engages within their current competitive environment, customers, employees and partners.

By identifying digital transformational drivers, desired experiences and necessary accelerators, led efforts to define the vision and scope, the project approach, resourcing, research and solutioning by bringing in new methods, tools and building capability to establish a sustainable delivery cadence. In 6 months I was able to deliver the following:

1. Established a design and innovation hub
2. Built a team of 8 multidisciplinary practitioners in 6 months
3. Deliver a successful experiences under budget in short sprints
4. Regularly present to the C-Suite at QSuper
5. Established a sustainable delivery cadence for digital experiences

WORK HISTORY Continued



**Customer Experience Strategist . Managing Consultant
Associate Design Director . IBM Interactive Experience
APR 2015/JUN 2015 . SEP 2015/MAY 2017**



Built Service Design Capabilities within the IX practice. Lead initiatives for clients with analysis, design and implementation of Digital Transformation efforts. This includes customer/experience driven analysis of IT opportunities for enabling new channels, revenue models and innovation streams.

Provided expert recommendations and tailored frameworks for IT governance, organisations, portfolio management and quality control. Experienced in leading proposals and projects for Smart City and Cognitive/Customer Experience focused initiatives across Financial Services, Manufacturing and Education sectors.



**Design Anthropologist . Independent Consultant
APR 2014. JUN 2014. OCT 2014/APR 2015**

Data and Analytics Led Digital Transformation in Consumer experience for Retail Health and Financial Services.

Led content strategy including the formulation of test and learn campaigns and segmentation of 1.2M customers for a health retail provider. Research & Creative Lead. Implementation of target operating model for an international retail client. Made recommendations for change management strategy. Introduced numerous design thinking models and methods.

Responsible for research and segmentation of existing customer base of 1.2 M in collaboration with a strong team of data scientists. Responsible for formulation of all test and learn campaigns. Researched and prepared case studies, workshop content and exercises for a strategic customer experience workshop at ANZ BANK attended by the C-Suite.

MEMBERSHIP



**MEMBER (MAICD)
2018 . CURRENT**



**MEMBER . Victorian Council
2018 . CURRENT**



**Design Advertising and Research Lecturer
JAN 2011/NOV 2012**

Created training and educational materials for students including course content. Managed students' learning and performance in 3 subjects (4 Classes per semester for 2 years) as part of their undergraduate degree.

Coached students in Marketing strategies (Digital & Traditional), Design Research methods including: User Experience Mapping, Focus groups, Interviews and Data analysis, Ethnography, Surveys and Questionnaires, Card sorting, Storyboarding and other cross disciplinary methods for contextualising research. Guided students to prepare service design proposals.

Topics Covered:

1. Qualitative and quantitative methodologies related to design research and practice
2. Concepts of secondary research, primary research, data analysis and synthesis in design research
3. Concepts of discovery, generative and evaluative design research
4. Formulation and presentation of a research-based concept proposal for design
5. Examination of ethical responsibilities of designing for and with people and the environment
6. Concepts of people-centred design, sustainable design, and evidence-based design.



**Studio Manager . ART DIRECTOR
Dornau Communication Group
FEB 2008/FEB 2010**



**GUEST LECTURER
FACULTY OF DESIGN . 2018**



**GUEST LECTURER
FACULTY OF INFORMATION TECHNOLOGY . 2016**



**QSuper Group
Establishment of a design
and innovation hub at a
superannuation company.**



IBM Interactive Experience
Built and evangelised a service delivery model based on existing digital transformation - IBM Digital Reinvention - framework to align sales and delivery teams. Successfully pitched the delivery model to the Managing Partner for IBM Australia which became IBM's No. 1 go to market offering in 2016 for APAC. Followed through with business and capability plan.



Decision Science & Analytics - Deloitte
Lead researcher in **segmentation** of clients' customers, based on primary research leveraging ethnography and other anthropological methods. Responsible for the creation of a **content strategy roadmap** for an optical retail client. **Successful and repeatable test and learn approach to campaigns** based on a robust content strategy roadmap.

Pioneered the application of contextual research, human-centred approach and business ethnography in a number of projects.

Participatory Research and Design
Co-Design Research and outcomes
Ethnography in the context of corporations and consumer experience
Customer Experience Research
Customer Experience Design
Customer Participation Mapping

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.

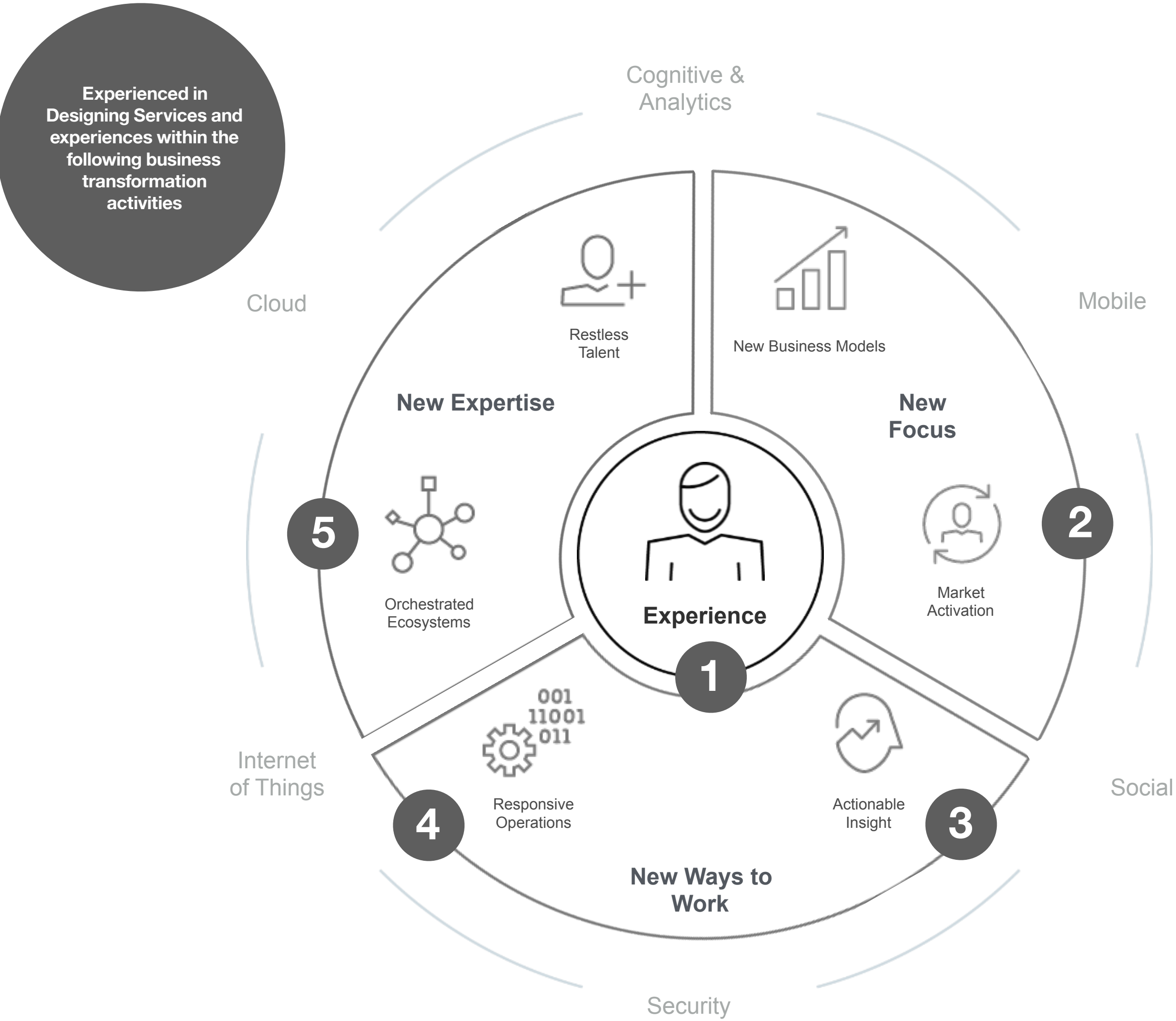
Our marketing program increased Australian and New Zealand visitors to New Caledonia by 11% in 12 months.

Swinburne University
Golden Key International Honour Award

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.

Business Ethnography
Emergent Strategy Analysis
User Experience Research
Service Experience Audit
Cultural Research
Service Design
Service Blueprint
Service Scenarios
Scenario Simulations



Blending Citizen, Customer and User Experience to create meaningful services

Leveraging my expertise in Service Design, Consumer Segmentation and Marketing with a strong focus on **contextual research** (to help uncover tacit knowledge), **business ethnography** (identifying human factors that directly affect your service experience, 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.

Expertise

- CUSTOMER EXPERIENCE DESIGN**
Combining human-centered design with data science, to understand both what customers do, and why they do it.
- SERVICE DESIGN**
Working at the intersection of design, technology, and strategy to create the product, service, and brand experiences by addressing every aspect of design and implementation—from branding to interaction design, from architecture to digital technology, from business strategy to data science.
- STRATEGIC DESIGN**
Using a wide range of strategic tools and methods to help organizations take advantage of untapped opportunities in the market, including research, ideation, market strategy and technology planning.