

LENKA WALLACE MBA

I am a **UX Designer** who has worked for large organisations such as Santander, Royal Bank of Scotland, Lloyds or Amazon. I transferred into the UX profession from running large business change projects. I am driven to create, improve and **deliver** user experience by implementing UX processes from research to release for **digital experiences** (mobile/desktop) and thrive in a **customer-centric environment**. With my infectious enthusiasm, I take a great deal of pride and joy in guiding others to work together to improve themselves and their community. Being a very hands-on person, I have developed a number of UX and technical skills including **user testing** and **research, persona creation, journey mapping, IA, visual design, wireframing** in **Figma, Sketch, Marvel** or **Adobe Xd**, prototyping in **InVision** and **Figma** and coding in **HTML** and **CSS**.

☎ 075 6314 6866

@ lenkawallace.ux@gmail.com

🌐 lenkawallace.com

🌐 linkedin.com/in/lenka-wallace

EXPERIENCE

Product Designer / UX Designer

Asto by Santander

📅 05/2019 – 07/2021

📍 London, UK

With Santander's backing, Asto helps small and medium sized businesses to overcome cash flow challenges. Asto offers two main financial products to SME's (1) an invoicing and expensing tracking app and (2) Business Capital a product that provides flexible access to funding for SME's when they need help with cash flow.

- Leading the design of the revenue making product – Business Capital that is essentially a short to medium-term business loans product for limited companies and sole traders.
- Delivering user experience for partnership projects with eBay (implemented Business Capital product for their sellers).
- Conducting user research and user interviews as well as validating business assumptions and data/findings from the previous user research.
- Creating user personas and delivering user flows/journeys and information architecture for the Business Capital product from scratch.
- Driving and optimising the performance through design, prototyping, testing, iteration and implementing recommendations for improvement.
- Contributing throughout all design phases, from scope setting to final delivery.
- As part of an agile team, I worked with: Product Managers and Analysts, Front-end and back-end engineers, QA, Business Stakeholders, Technical Leads, Copywriters, Customer Support, Legal, Commercial and Marketing teams.

UX Designer / Consultant

L's Concept Ltd

📅 04/2018 – 05/2019

📍 London, UK

Helping small to medium sized companies to create, improve and deliver user experience of their website and mobile platforms that effortlessly let their customers to accomplish their goals.

- Key Client's Projects – UX Design:
 - **Levell**- Native Mobile App
 - **Generation Change**- Responsive Design (Desktop & Mobile)
 - **Bloomsbury Beginnings**- Mobile Web App
 - **GF Travel**- Native Mobile App
 - **Foodie.st**- Website Design
- Responsible for delivery of impactful designs from research to release using UX process.

TOP SKILLS

UX (storyboard, user flows, customer/user journeys, personas, usability)

Research (user research, interviews, surveys, usability)

Wireframing (Figma, Sketch, Marvel, Adobe Xd)

Prototyping (Figma, InVision)

Information Architecture (site map)

Testing (usability and guerilla testing, A/B test)

Visual Design (Figma, Sketch)

Business (stakeholders management, teamwork)

Project Management (agile/waterfall, planning, leadership)

RAID Management (risk, assumption, issue, dependency analysis, PlanView)

TECHNOLOGIES

Figma	Sketch	InVision	Adobe XD
HTML5	CSS	JIRA	MS Project
Slack	Trello	Procreate	MS Office
SAP	Oracle	SharePoint	MIRO

EDUCATION

MBA – Business Administration

Newport International University

📅 2010 - 2012

📍 Seattle, USA

BSBA – Business Administration

City University of Seattle

📅 2006 - 2009

📍 Seattle, USA

- Conducting effective interviews and surveys to identify real human needs, and leverage those insights to guide through the design and testing processes.
- Developing personas, user scenarios, customer journeys and storyboards.
- Creating mid to high fidelity prototypes using sketch, and making them interactive with inVision.
- Understanding how to work with clients, manage expectations and set up workflows that deliver the results clients are looking for.
- Incorporating a range of industry research methods and approaches to understand and validate the expectations of users.
- Creating efficient channel between developers and designers by using appropriate Information Architecture and clear communication.
- Using various user testing methods to help inform the optimization of the designs to create more effective experiences.

Project Manager / PMO Manager

Royal Bank of Scotland

03/2017 - 11/2018

London, UK

Regulatory programme - To ring-fence the retail customers from the investment division to protect the UK economy from a repeat of the Financial Crisis.

- Identified the need for and successfully implemented under a tight timeline, a text messaging facility required for alert messaging over the dress rehearsal implementations to provide more user-friendly, timely, and cost-effective notifications to the various teams involved in delivery. RBS has been trailing this facility with other teams and projects.
- Successfully supported dress rehearsal implementations and live event by initiating and driving schedule of events and liaising with operations, technical and other teams to deliver automated data migration of customer records.
- Led a team of 2 resources and set up project governance within a tight time-frame by creating detailed, user-friendly processes as well as enhancing existing procedures and implementing control measures to ensure accuracy. Demonstrated ability to build strong and lasting stakeholder relationships.
- Managing workstream governance and wider plan in MS Project; tracking and monitoring milestones and dependencies (inter/internal/external) against the programme goals. Ensured an optimised allocation of resources based on the project lifecycle. RAID Management in PlanView.

Project Manager / Lead PMO

Royal Bank of Scotland

10/2014 - 02/2017

London, UK

Business Transformation programme - To create an independent Williams & Glyn Bank on the High Street. Part of delivery team with focus on business testing and proving.

Project Manager

Financial Software Limited

11/2013 - 10/2014

London, UK

Data Migration / Software implementation projects

Project Manager

Lloyds Banking Group

06/2013 - 10/2013

London, UK

CERTIFICATIONS

Graphic Design

City Lit

2019

London, UK

User Experience Design

RED Academy

2019

London, UK

PRINCE2

Greenwich Community College

2013

London, UK

LANGUAGES

- English - Fluent
- Slovak - Native
- Czech - Native

PASSIONS

Modern Calligraphy, Design, Logo & Branding

Travelling and exploring new cultures with family & friends.

Reading detective and fantasy fiction as well as journals about start-ups and entrepreneurs and digital media about UX and UI designs & solutions.

Sports - Martial art Aikido; Boxing; Skiing; Yoga; Zumba

Business Change Programme (Verde Programme)

Junior Project Manager

[Royal Bank of Scotland](#)

📅 09/2012 - 06/2013

📍 London, UK

Deal Compliance / Business Change Programme (Rainbow programme)

Project Support Lead

[Amazon](#)

📅 10/2009 - 07/2012

📍 Ireland / Slovakia

Software Implementation Projects

References upon request