



## Kia Ora, I'm Lee.

I'm a people-centred Experience Design Lead at Alpherio, and a coach, mentor & facilitator at Growth Coaching NZ.

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## Previous Roles:

### Spark New Zealand

Digital Design Lead

Permanent: Aug 17 - Apr 18

Senior Interaction Designer

Permanent: Jan 17 - Aug 17

Senior UX Designer

Contract: Aug 16 - Dec 16

### JWT Worldwide

Digital Designer & Producer

Contract: Mar 16 - May 16

### RLA Group

Digital Project Manager

Contract: Mar 15 - Nov 15

### Imaginivity

Digital Director & Founder

Permanent: Apr 13 - Mar 15

## Qualifications:

### NZ Coaching Institute

Transformational Coaching

ICF Accreditation in progress

### Bournemouth University

BA Interactive Media

Pass with Honours - 2:2

### Long Eaton 6th Form

Art & Design, Physics, Maths

4 A-levels, Grades A, A, B, C

## People. Purpose. Products.

People and purpose are at the heart of everything I do, from creating digital products and experiences to facilitating workshops and training sessions, or helping people achieve meaningful, sustainable growth through my coaching practice. Across the board, the foundational principles are the same: curiosity, empathy and trust.

## My Current Role:

### Experience Design Lead at Alpherio

All great teams have two main ingredients: amazing people and a supportive, encouraging environment. An important part of my role is to help nurture that environment and to foster the kind of collaborative, creative culture where everyone feels supported, inspired and empowered to do their best work.

The other, more hands-on aspect of my role involves leading the design of next-level digital products and services from inception to delivery, including:

- Scoping work, writing specifications and estimates
- Designing and facilitating workshops & training sessions
- Qualitative and quantitative research and reporting
- Creating, updating and maintaining design systems
- Creating personas, writing user stories and use cases
- Mapping customer journeys and user flows
- Wire-framing and interactive prototyping
- Designing and running usability testing sessions
- Creating hi-fidelity visual design concepts
- UI design, interaction design, and animation

## Downtime:



Kayaking



Travel



Running



Camping



Reading



Writing



Hiking



Cooking



Cinema



Projects