

KIM ABBOTT

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Experience Strategist | CX Designer | Researcher | Director & Practitioner

SKILLS

Leadership

- Strategic direction
- Team leadership
- Mentoring
- Client management
- Public speaking
- Pitching

Practical

- Behavioural economics
- Customer journeys
- Process flows
- User research/testing
- Competitor research
- Personas
- Nudge mapping
- Prototyping
- Ideation
- Strategic thinking
- Story telling
- Stakeholder management
- Proposal writing

SECTORS

- Alcohol
- Retail
- Financial Services
- Restaurant
- Fashion
- FMCG

ABOUT ME

I'm a proactive, client facing Experience Design Director with both client and agency-side experience. I love identifying and solving problems in order to design engaging, innovative, and usable products, services, and communications.

I regularly work with cross-departmental teams to translate business objectives and customer needs into engaging experiences based on insights from research, psychology, and creative innovation. I have experience running diverse, multi-disciplinary teams and acting in the commercial interest of an organisation.

I work closely with clients to shape the experience strategy and approach that works best for their unique situation. I'm a strong believer in transparency and education throughout the process, so clients feel involved and empowered, and that the work we do will help them achieve not only business goals, but also their own professional goals as well.

WORK EXPERIENCE

Associate Experience Design Director

AnalogFolk | London, UK | Oct 2018 — present

- Led client relationship and oversaw all CX project work for Diageo account
- Developed and ran workshops and presentations in key global markets to sell in the approach with clients with low corporate UX maturity, gather account and project requirements, and to land the strategy
- Collaborated with other discipline leads to define the approach and timings for multiple projects
- Led CX on numerous pitches, including pitch development and client presentation, leading to new business wins for clients such as Diageo and Unilever
- Developed an internal rapid innovation programme to help create more a inclusive workplace experience for neurodiverse people
- Created and ran 2 out of 4 sessions (Sketching & Testing Ideas and Prototyping Ideas) in AnalogFolk's Innovation Academy in partnership with Roundhouse, which aimed to teach young people around how to use digital creativity to help solve problems

Key clients

Diageo, HSBC, Nando's, Nike, Unilever, Pepsico

SOFTWARE

- Sketch
- Keynote
- InVision
- Axure
- Omnigraffle
- JIRA

ACTIVITIES

Shadow Juror for BIMA Awards, 2018

Mentor for InQUBEate incubator programme at Queen Mary University, 2017 — 2018

Side hustle: Creator, social media manager, and copywriter for @bobby_the_warrior_princess on Instagram (currently 15k followers), 2019 — present

TRAINING

Creative Equals Future Leaders programme, 2018

A nomination-based training program to help women step into leadership positions in the creative industries

Nielsen Norman Group Training, 2014

The Human Mind and Usability and Wireframing and Prototyping courses

Senior Experience Designer

AnalogFolk | London, UK | Apr 2017 — Oct 2018

- Built end to end experiences across multiple channels, based around service design and experience strategy thinking, for multiple clients
- Developed and ran client workshops and presentations to gather business requirements, walk clients through ideas and work, explain and defend team's decisions when necessary, get client buy in, and foster a collaborative and understanding atmosphere, both internally and externally
- Created relevant documentation including experience maps, customer journeys, personas, wireframes, prototypes, and test scripts
- Led client relationship as the CX lead for Nando's
- Led CX on multiple pitches, including pitch development and client presentation, leading to new business wins for Nando's and Nike
- Worked as part of the Diversity Taskforce, a collective group of progressive agencies in the UK advertising and marketing sector who want to change our industry to become more inclusive for the next generation. Met with Taskforce content owners and relevant NGOs, assessed audiences for the programme, mapped audience needs, and developed and mapped ecosystem recommendations

Key clients

Nando's, HSBC, Scotch & Soda, Nike, Unilever, Sainsbury's

Experience Designer

AnalogFolk | London, UK | Sept 2015 — Apr 2017

- Led the UX for the redesign of the HSBC Global Asset Management website, working in Agile sprints to design, document, and user test the site
- Led client relationship and oversaw all CX project work for Sainsbury's Bank, including overseeing projects and other experience designers that worked on the account
- Exponentially grew the amount UX work coming in for the Sainsbury's Bank account, allowing AnalogFolk to bypass the pitch process for the UX and Design of their mobile app
- Concepted, designed gameplay, created game design document, and tested a successful Snapchat based Egg Roller game for a Sainsbury's Easter Campaign
- Supported senior leadership on developing pitches and other new business opportunities

Key clients

HSBC, Sainsbury's Bank, Sainsbury's, Akzo Nobel

AWARDS

Marmite Tasteface

The Drum Marketing Awards: Best Technology-Led Innovation of the Year, 2018

Campaign Magazine: #2 Digital Innovation of 2017

IPM COGS Awards: Grand Prix, 2018

The Webby Awards: Honoree, 2018

BIMA Awards: Emerging Technology: Innovation, 2018

Scotch & Soda website
CSS Design Awards: Best UI Design, Best UX Design and Best Innovation, 2018

HSBC Global Asset Management website
Investment Marketing and Innovation Awards: Shortlisted for Best Website, 2018

Experience Designer

River Island | London, UK | Mar 2015 — Sept 2015

- Identified strategic opportunities to bridge the gap between analogue and digital touchpoints and improved the in-store experience
- Developed creative solutions across River Island digital ecosystem (website & app), from ideation to responsive prototyping using Axure
- Designed multivariate tests and created accompanying documentation
- Supported design and development teams with UX guidance and feedback
- Led the redesign of the riverisland.com taxonomy and navigation
- Designed and executed a user testing experiment to see how the users interacted with River Island's product management software to find pain points and room for improvement and to identify user journeys

Junior Experience Designer

River Island | London, UK | Jun 2014 — Mar 2015

- Improved the riverisland.com user experience by drawing extensively on primary River Island data and external research
- Created the core user personas for the E-Commerce department, bringing together River Island's data analytics and secondary research
- Led the Information Architecture and UX reworking of the Help & FAQ sections

EDUCATION

General Assembly | User Experience Design Certificate, 2014

Edinburgh College of Art (University of Edinburgh) | Master of Fine Arts in Photography, 2010 — 2012

New York University | Bachelor of Music in Music Business, Minor in Studio Art, 2005 — 2009
