

Profile

Myrto Papagiannakou

Senior UX Manager, Human-Centered Designer & Design Mentor

Specialised and certified in User Research and UX Management by Nielsen Norman Group (NNG)

Specialised and certified in Innovation & Design Thinking Management by HEC Paris

Specialised and certified in Agile Development by University of Virginia

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Career history

*Januar 2016 - now **notallbad**.*

Co-Founder, UX Manager, Design Mentor

As Co-Founder, UX Manager and Design Mentor at notallbad, I have the pleasure to manage a team of consultants, designers, and researchers helping our clients to shape valuable, feasible and delightful experiences for their customers.

Our mission is to offer high-quality UX design as a service and make UX accessible to companies and organizations across the globe, by simplifying the UX hiring, UX management, and UX distribution processes.

*Januar 2020 - now **This is Human Centered Design***

Chapter Lead (Berlin)

As the Chapter Lead in Berlin for This is HCD movement I have the opportunity to work with the local team on capturing a representative voice of the industry by sharing a vision and understanding between the people who contribute to the creation of services in the world, towards the education and empowerment of people about the craft of human-centered thinking and doing.

Key Responsibilities:

- Collaborating with the international team and other local chapters and representing the local This is HCD community in Berlin
- Expanding our network and active members in the local community
- Organizing and facilitating online and offline events, workshops, and meetups for the local community

March 2019 - April 2019 **ERGO Digital IT (External)**

UX & Research Lead / Service Designer - Digital Transformation of agents workflow

As the UX Lead at ERGO Digital IT I had the opportunity to work in a remote, dual-language multidisciplinary team across two countries (Germany & Poland) and four cities (Berlin, Warsaw, Düsseldorf, Nurnberg) towards the digital transformation of tight agent's workflow, following the SaFe 4.0 Agile framework, and lead a team of two designers & researchers, being responsible for all communication, and collaboration within the team as well as our deliveries towards senior management, product owners, implementation team and external stakeholders.

Key Responsibilities:

- Leading and mentoring a team of four
- Service Design, UX and Information Architecture optimization
- Conception and validation of new services and features in an interdisciplinary team
- Preparation, facilitation and support of user research & user testing sessions
- Data Analysis
- Working closely with the Product team on requirements and acceptance criteria
- Coordinating the UX team by the creation of user flows, user journeys and wireframes for internal communication and visual assets for finalisation of new features and handing over to the implementation team
- Offering implementation support
- Participation in daily agile activities representing the UX team
- Organising, facilitating and participating in workshops with stakeholders and senior management
- Acting as the SPOC for any UX and Service design matter
- Being responsible for the quality, quantity and overall prompt delivery of all UX and Visual design documents.

February 2019 - March 2019 **ERGO Digital IT (External)**

Senior UX Designer / Service Designer - Digital Transformation of agents workflow PoC

As Senior UX Designer by ERGO digital IT I had the opportunity to work on the Proof of Concept towards the digital transformation of agent's workflow and have an active role throughout the process. Working in a remote team across two countries (Germany & Poland) and three cities (Berlin, Warsaw, Düsseldorf) and in close collaboration with the program managers, product owners and business analysts we setup the core values and vision for the workflow transformation, which we translated to a set of design principles to be followed throughout a potential implementation of the concept. Concluding the PoC our deliveries included user research findings in diverse stages of PoC implementation, an early stage prototype partially validated by tight agents and a thoroughly WhitePaper about our mission, efforts and outcomes, published in both project languages.

Key Responsibilities:

- Preparation & facilitation of workshops with stakeholders and senior management
- Setting up the design principles to be followed throughout the process
- Coordinating and publishing the Whitepaper in German and English
- Service design, UX and Information Architecture

- User Research / User Testing Evaluation
- Prototyping

August 2018 - February 2019 **MLP Finanzberatung SE (External)**

Senior UX Designer & Researcher, Service Designer for Finance Pilot / UX Lead & Mentor

As Senior UX Designer & Researcher by MLP Finance pilot I had the opportunity to work on the Proof of Concept for the internal tool of Finance Management for MLP and have an active role throughout the process. As MLP had no previous experience on handling user experience topics internally the goal of our collaboration has been to lead, educate, mentor and support three young designers of their marketing team to gain and expand their knowledge of user experience.

Teaching by doing and providing sufficient insights to the team we achieved our goal to awaken UX curiosity within the team within the first couple of weeks. Working with the Tech Lead and the Product Owner I prepared, facilitated and participated in a variety of workshops, stream-lined the workflow of designing, testing, evaluating and implementing a variety of concepts from early on and supported the team through-out execution.

Setting-up realistic goals and delegating tasks based on each team-members strengths, I managed to make myself redundant in a shorter period of time than expected and to hand-over the whole process to the Head of Marketing within a seven months period.

Key Responsibilities:

- Leading and mentoring a team of three
- Service design, UX and Information Architecture
- Conception and validation of new concepts in an interdisciplinary team
- Preparation, facilitation and evaluation of user research
- Preparation & facilitation of workshops with stakeholders and senior management
- Further development of user stories and features

January 2018- August 2018 **Vodafone Group (External)**

Senior UX Designer / Service Designer for Vodafone Rewards

As a member of the Vodafone Rewards UX team I had the opportunity to work on the new vertical for My Vodafone App, which aims to enhance loyalty of the existing Vodafone Customers.

In close collaboration with the UX lead and the product owner I worked on a variety of concepts as well as implementation support for the Vodafone Rewards topic supporting the MVP presentation and the proof of concept phase of this feature.

Key Responsibilities:

- Service design, UX and Information Architecture optimization
- Conception and validation of new concepts in an interdisciplinary team
- Preparation and support for user testing session
- Participation in workshops with stakeholders and senior management
- Collaborating with external design agencies

July 2015 - June 2017 **Vodafone Group (External)**

UX Lead & Service Designer for Vodafone Pay

As the UX Lead for Vodafone Pay – the payment vertical of Wallet framework I lead and mentored a team of one Senior UX designer, one Junior UX designer & variable amount/ seniority of Visual designers, as well as one Senior copywriter and have been responsible for all communication, and collaboration within the team as well as our deliveries towards senior management, product owners, implementation team and external stakeholders.

In close collaboration with all stakeholders - product owners, the dev team, solution designers, business analysts etc. I have been responsible for the smooth communication and collaboration between all verticals of Vodafone Wallet, as well as external partners like PayPal and TfL on all UX matters, collecting valuable knowledge and experience regarding the AML (Anti-money laundering) regulations of the EU and their requirements on the diverse levels of KYC (Know your customer) verification for financial services as well as other topics on the financial sector.

Key Responsibilities:

- Leading and mentoring a team of five
- Service Design, UX and Information Architecture optimization
- Conception and validation of new services and features in an interdisciplinary team
- Preparation and support of user testing session
- Data Analysis
- Working closely with the Product team on requirements and acceptance criteria
- Coordinating the UX team by the creation of user flows, user journeys and wireframes for internal communication
- Coordinating the visual designers for the finalisation of new features and handing over to the implementation team
- Coordinating copy writers for micro-copy and other activities
- Offering implementation support
- Being responsible for the allocation of UX colleagues in collaboration with the UX Manager
- Participation in daily agile activities representing the UX team
- Organising, leading and participating in workshops with stakeholders and senior management
- Leading the collaboration with external design agencies
- Working closely with external partners like TfL and PayPal for the UX optimisation
- Acting as the SPOC for any UX and Service design matter
- Being responsible for the quality, quantity and overall prompt delivery of all UX and Visual design documents.

July 2014- April 2018 Vodafone Group (External)

Senior UX Designer for Vodafone Wallet

As a member of Vodafone Wallet UX team I had the unique opportunity to be involved on all m-Commerce verticals.

In close collaboration with the UX lead and the product owners I worked on a variety of concepts as well as implementation support for the core Vodafone Wallet framework, the Loyalty (Membership cards, the Offers & Rewards, Ticketing (Boarding passes, Entry passes, etc..), Transport (NFC Mifare Classic), Campus Access (NFC Mifare Classic and DESFIRE) verticals of Vodafone Wallet.

Key Responsibilities:

- UX and Information Architecture optimization
- Conception and validation of new features in an interdisciplinary team
- Preparation and support to user testing session
- Data Analysis
- Supporting the UX Lead and Product team by requirements analysis
- Creating user flows, user journeys and wireframes for internal communication
- Collaborating with the visual designers for the finalisation of new features and handing over to the implementation team
- Implementation support
- Participation in daily agile activities representing the UX team
- Participation in workshops with stakeholders and senior management
- Collaborating with external design agencies

August 2016 – December 2016 Friendsurance (External)

UX Lead/ Senior UX & Service Designer

Being a member of the product team at Friendsurance I had the opportunity to participate in the design process of an innovative user-centered product which aims to challenge and disturb the status quo in the insurance domain.

Working in close collaboration with other teams within the company (e.g. customer service, marketing etc.) I run design workshops and accompanied ideas from inception to the moment they were released to the public, assisted the various teams to prepare, run and evaluate user testing results as well as the product team to shape the proposition and introduce new features into the product, identifying use-cases and error-cases as well, reviewing and evaluating deliveries from an UX perspective and setting up design requirements and acceptance criteria.

Key Responsibilities:

- Leading a team of two
- Service, UX and Information Architecture optimization
- Conception and validation of new features in an interdisciplinary team
- Preparation and support to user testing session
- Data Analysis
- Supporting the Product team by requirements analysis
- Creating user flows, user journeys and wireframes for internal communication
- Collaborating with the visual designers for the finalisation of new features and handing over to the implementation team
- Implementation support
- Participation in daily agile activities representing the UX team
- Preparing and leading workshops with stakeholders and senior management

December 2013 – March 2014 Prinovis GmbH & Co KG (External)

UX Designer

In collaboration with a small, interdisciplinary team at Prinovis I had the opportunity to work on the UX and UI design - from the initial concept phase up to implementation support and documentation of diverse mobile and web applications for Prinovis clients.

Key Responsibilities:

- UX and Information Architecture optimization
- Conception and validation of new services and features in an interdisciplinary team
- Preparation and support of user testing session
- Data Analysis
- Creating user flows, user journeys and wireframes for internal communication

August 2012 – March 2014 **Momedica (External)**

UX/UI Designer

As a UX designer at Momedica I had the pleasure to work with a team of design driven professionals designing medical applications for diverse devices and clients. In close collaboration with the product owners and managers I accompanied the projects from the initial ideation to the final product delivery, supporting all development phases.

Working with Momedica on medical applications I had the opportunity to familiarise myself with some of the medical protocols and regulations as well as the obstacles in the communication between the medical staff and the patients.

Key Responsibilities:

- UX and Information Architecture optimization
- Conception and validation of new services and features in an interdisciplinary team
- Preparation and support of user testing session
- Creating user flows, user journeys and wireframes for internal communication
- Visual Design support
- Implementation support

September 2013 – December 2013 **Hemd und Hoodie (External)**

UX/UI Designer

Working with Hemd & Hoodie as an UX/ UI Designer I had the opportunity to design various Facebook apps and games for their clients.

Key Responsibilities:

- UX and Information Architecture
- Creating user flows, user journeys and wireframes for internal communication
- Visual Design & implementation support

Teaching, lecturing & mentoring

December 2019 – now **Interaction Design Foundation (External)**

UX Design Mentor

As a UX Design Mentor at the Interaction Design Foundation, I mentor young designers and people interested in a career in the user experience field at the UX Bootcamp of the Interaction Design Foundation.

At IDF Bootcamp I have the opportunity to personalize the curriculum to each student's needs, plans and future career goals, offering my students support to challenges and aspirations they have in their professional career in design.

January 2020 – now **DesignLab (External)**

Career Coach

As Career Coach at DesignLab I support recent graduates of the UX Academy with their career development. I help them set realistic goals and plan their first/ next steps as Junior Designers. I give them advice on their CV and portfolio, prepare them for interviews, and coach them regarding their first weeks on the job.

July 2016 – now **DesignLab (External)**

Design Mentor

As a design mentor at DesignLab I mentor young professionals with various levels of design expertise - from design enthusiasts up to young designers seeking to broaden their horizons and gain extra knowledge, experience and business insight.

Focusing on each student's goals and expertise level I review their assignments, provide feedback on their designs and suggest additional steps that they could take in order to fulfil their goals. I tend to support my students beyond course completion with portfolio reviews and catch-ups regarding their career development. As of today I am happy and proud that all my students found a UX related job soon after completing their course.

Stepping into mentoring has been a tough decision for me but it turned out to be a great opportunity for my personal and professional development as well.

Being introverted, reserved and a bit shy by nature to successfully mentor young professionals I had to build-up mechanisms and overcome those communication obstacles during the interaction with my students. Mentoring also keeps me up to speed with a fresh, non bias perspective, sets up questions on fundamental design decisions, forces me to read a lot more about design in my free time and makes me more empathetic, supportive and understanding in daily communication with my team-mates and colleagues.

Education

Diploma in Visual Communication

2005-2009, Middlesex University London

Training & Certifications

Specialization in User Research

2020, Nielsen Norman Group

Enterprise Design Thinking: Co-Creator

2020, IBM

Enterprise Design Thinking: Practitioner

2020, IBM

Enterprise Design Thinking: Team Essentials for AI

2020, IBM

Specialization in Agile Development

2020, University of Virginia

Specialization in UX Management

2019, Nielsen Norman Group

Certification in User Experience Design

2019, Nielsen Norman Group

MicroMaster in Design Thinking

2019, Rochester Institute of Technology

Specialization in Managing Innovation & Design Thinking

2019, HEC Paris

Professional Certificate in Business Model Innovation

2019, X!Delft

Design Sprint Master Training

2017, AJ&Smart

Agile Product Owner Training

2016, Lean Advantage

Leuphana digital school: ThinkTank- Ideal City of the 21st Century

2013, Universität Lüneburg

Design Thinking Bootcamp

2011hpi d.School Potsdam - Stanford University

Languages

German	<i>Full professional proficiency</i>
English	<i>Full professional proficiency</i>
Greek	<i>Native language</i>

Honors, awards & exhibitions

Engagement & Loyalty Scheme of the Year: Vodafone Wallet

Payment Awards *October 2016*

Best/ Incentive Card Programme: Vodafone Wallet

Emerging Payment Awards *October 2016*

Best Proximity/Contactless Payments Solution: Vodafone Pay

Emerging Payment Awards *October 2016*

Overall Winner: Vodafone Wallet

Payment Awards *October 2016*

Creative Direction for the social, collaborative, interactive “Reuse” project

Athens Fringe Festival *June 2010*

Professional activities, online profiles & portfolio

- Member of Design Leadership Forum at InVision since 2019
- Member of German UPA since 2014
- MURAL Consultant
- UX Designer at DesignForHomeless Movement
- Design Thinking Coach for the Museum of Colours

[LinkedIn](#), [Xing](#), [Medium](#), [Online Portfolio 2019](#), [PDF Portfolio 2018](#)