

ANET REDMER

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📍 Sydney, AU

SKILLS

Human-Centred Design (HCD)
Service Design
Design Thinking
Design-Led Innovation
Strategic Design
UX Design
User Research & Synthesis
Stakeholder Engagement
Co-Design / Workshop
Facilitation
Visual Thinking
Lean Start-up & Agile Methods
Future studies & Trends Watch
Mentoring & Coaching

EDUCATION

College of Multimedia
Amsterdam, NL
MME | Digital Media

Gerrit-Rietveld Academy &
Amsterdam, NL
BDes | Industrial Design

HAWK University of
Applied Sciences & Arts
Hildesheim, GER
BArch

SERVICE DESIGN & HUMAN-CENTRED DESIGN (HCD) LEAD

Proven acumen in HCD-led design and delivery of user-friendly services from first challenge statement to launch. Highly motivated to lead efficient yet holistic co-design processes engaging users, teams and senior stakeholders to drive the creation of program & project deliverables such as strategies, frameworks, research insights as well as service design and UX artefacts. Expertise in facilitating change towards a HCD-led culture, enabling and nurturing teams. Cross-industry innovation and 0 to 1 venture experience.

SIMPLIFYING THE COMPLEX INTO EASY-TO-USE SERVICES

WORK HISTORY

Federal government, Department of Agriculture, Fisheries and Forestry (DAFF) - Human-centred Design and Service Design Lead

Sydney, NSW / Canberra, ACT • 05/2021 - current

- Leading service design for the Export Intelligence stream within Busting Congestion (BC) program, working with a small team of designers.
- Evangelising cross-team collaboration and facilitating co-design of MVP working closely with other teams, breaking down existing silos.
- Led and conducted several research projects for meat and other commodities liaising, recruiting and conducting interviews and/or usability testing with industry bodies, processors, producers, export and internal teams. Piloted remote research platform for the department which has been implemented saving costs.
- Initial research reports resulted in key recommendations for the BC program resulting in prioritised objectives of the Export Intelligence team, more informed future vision for platforms and systems as well as the initiation of new programs of work to tackle user needs and pain points identified through research
- Led the creation of prioritisation framework for the program utilizing design thinking to score opportunities prior to roadmap sessions
- Actively liaising across the department such as with Dairy Export Assurance and Horticulture Export Programs. Conducting analysis and share back of scientific research as well as facilitating workshops with industry bodies.
- Creating and communicating design artefacts including but not limited to user journeys, vignettes, character profiles, trends and strategic foresight reports, process and service maps documenting and visualizing future capabilities and services for Export Intelligence and their linkage to other streams.
- Working closely with product and delivery managers to communicate, counsel and solve for any upcoming challenges, including their representation if unavailable.

NSW government, Department of Customer Service (DCS) - Human-centred Design and Service Design Lead

Sydney, NSW • 03/2020 - 05/2021

- Led service design for one of DCS' critical Lighthouse projects, managing other designers (service/UX/UI/content) to deliver an MVP from draft to delivery in a record time of less than 5 months

OTHER PROFESSIONAL EXPERIENCE

Speaker at various conferences and expert panels

Key themes: design thinking, HCD, emerging technologies, future trends, agile

A selection of recent engagements:

Public Sector Network
Sydney, 2022

Change by Design
Paris, France, 2020

Design Thinking for
Business Innovation 2.0
Summit
Barcelona, Spain, 2020

Agile Australia
Sydney, 2020

Design Thinking Summit
Sydney & Melbourne, 2018,
2019 & 2020

- Lighthouse project "End of Life" is a first-time innovation in Australia and possibly world-wide that required collaboration with legal and data security experts and cross-agency innovation, which also has happened for the first time within NSW government. End of Life enables people in NSW to pro-actively plan their final affairs through a digital service. Its delivery has been described as a new 'era for customer service' at DCS by Deputy Secretary William Murphy
- Led service design for Life Information Services Team to respond to coronavirus pandemic providing critical information and updates on COVID-19 restrictions and support
- Managed design work through fortnightly design sprints including extensive research interviewing and testing with more than 90 citizens and legal professionals 100% remotely during and beyond lockdown

Qantas Airways - Human-centred Design and Service Design Lead *Sydney, NSW • 04/2018 - 01/2020*

- Introduced and scaled HCD and Service Design.
- Mentored program teams to run their initiatives as HCD-led projects following phases of Design Thinking process achieving increased net promoter score (NPS) and faster speed to execution.
- Developed HCD training lab from scratch upskilling approx. 400 staff.
- Led co-creation of strategies for multiple programs of which several were group-wide. Ensured human-centredness and alignment with all-over customer strategy.
- Managed and facilitated design thinking workshops and strategy days with up to 80 participants generating key milestone outputs and endorsements.
- Led research and service design for multiple programs and projects, mapping and designing current and future life cycle services for target customer groups.
- Facilitated resolution of urgent challenges, e.g. a heavy weather disruption impacting 30k+ customer journeys, through cross-business unit learning loop facilitation of c-level executives and staff as well as user research. Findings led to implementation of several initiatives, improving services and operations.
- Mentored and partially managed junior and aspiring human-centred designers in my role as service design lead.

Government Of Health - Service Design Lead (contract) *Sydney/Canberra, NSW/ACT • 10/2017 - 03/2018*

- Co-led research with Medicare call centre agents and consumers developing insights into service design concepts for an improved digital Medicare experience.
- CX improved through design based on patient life events rather than medical categories. Usability testing revealed that 93% of participants found digital solution 'trustworthy' and 89% 'easy to use'.
- Led service design focused on content management with the potential to reduce cost to production of online content by nearly 40%.
- Service design and HCD advocacy and mentorship, showcasing at numerous key government events with wide range of senior stakeholders and coaching Medicare delivery team on HCD and design thinking practices.

AMP - Senior Service Designer and CX Stream Lead (contract) *Sydney, NSW • 06/2016 - 09/2017*

RECENT ACCOMPLISHMENTS

Leader amongst Peers

Nomination, Department of Customer Service, 2021

Good Design Award

Gold Winner, Best in Class; Goals 360, AMP, 2018

CERTIFICATIONS

HCD 101 & 201 and

Leading for Creativity

IDEO University, USA 2018-19

Human-Centered Design

Practitioner & attendee of

Train the Trainer pilot

LUMA/AMP, Australia, 2016/17

Kanban and Scrum agile

management

Pashun consulting, UK, 2015

UX Certificate

Dr. David Travis (Psychologist), UK, 2014

Design Thinking Action Lab

'd.school', Stanford University,

Palo Alto, USA, 2013

Leading Strategic Innovation in Organisations

Graduate Business Course,

Vanderbilt University,

Nashville, USA, 2013

Developing Innovative Ideas for New Companies

Graduate Business Course,

University of Maryland, USA,

2013

- Worked within design & innovation team as stream lead on 'Goals 360' program, an innovative human-centred and objectives-based financial advice strategy. Led service design for fulfilment stream and eCRM roll-out. Team was recognised with Good Design Award, Best of Category in Design Strategy.
- Led strategic design of new AMP employee reward service following HCD approach increasing employee motivation substantially. Endorsed by global leadership team and CEO. Won internal team award of 'best showcase'.

Telstra - UX stream lead & governance (contract)

Sydney, NSW • 12/2014 - 05/2016

- UX stream lead & governance for Telstra Business, Global Enterprise & Government Services delivering innovative products and services across organisation's channels.

Xped Corporation - Chief Creative Officer (contract, part-time)

Sydney/Adelaide, NSW/SA • 2011 - 2015

- Creative and UX lead for disruptive IoT start-up, establishing and executing creative direction and UX strategy for digital, products, marketing and branding, including web platforms, apps, user interfaces and retail presence.

Various freelance contracts with Leo Burnett, R/GA, UWS, ATP Innovations and start-ups.

Sydney, NSW • 2011 - 2014

Tomorrow Lab - Innovation Manager (contract, remote)

Brussels, Belgium • 2010

- Innovation lead of future sustainability project for Procter & Gamble whilst migrating to Australia.

Biesterbos - Creative Manager (FT)

Limmen, The Netherlands • 2008 - 2010

- Creative manager and concept developer for Dutch real estate development firm.

Living Tomorrow - Innovation Manager (contract & FT)

Amsterdam/Brussels/Silicon Valley, NL/Belgium/USA • 2004 - 2008

- Innovation manager for international innovation platform managing multiple key accounts (Volvo Cars, Brussels Airways, Coca Cola, Tesla Motors).

Tangram Architekten - Architectural Designer (PT)

Amsterdam, The Netherlands • 1998 - 2006

- Part time designer and project manager of interior and architectural projects.
- Won two architectural design awards with project teams.