



Cammy Sha.

NAME

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NATIONALITY

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PORTFOLIO

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PROFILE

I am a designer with a strong background in service design, UX/UI design and industrial design. I am passionate about designing user-centric experiences to bring fresh perspectives into our everyday lives. Joining Experience Lab- Serco as the first service designer in the team, I have the opportunities to help develop internal service design skills and collaborate with user researchers on a range of B2B and B2C projects. We uncover and analyse human insights, explore design opportunities and create prototypes to make our ideas tangible.

EDUCATION

2022 - Present (online course)

UI/ UX Design Specialization

California Institute of the Arts

2018 - 2020

MA Service Design

Royal College of Art

2012 - 2016

BA (Hons) Product Design

The Hong Kong Polytechnic University

EXPERIENCE

Jul 2021 - Present

Service Design Consultant

Experience Lab - Serco

Feb 2022 - Present

Learning platform

Serco

.Building a learning platform from scratch by iterating wireframes creation and usability testing with user researchers in our team.

.Designing low-fidelity and high-fidelity prototypes to visualise the user journeys of learners, training providers and admins.

.Writing user requirements for both front-end and back-end user journeys.

.Having regular handover meetings with the external development team.

Nov 2021 - Jan 2022

Workplace from Facebook

Meta

.Conducted several rounds of usability testing with over 40 users across the UK and US to find out if the recent updates of the platform are sensible and the user flows are seamless.

.Presented the findings in a report with an assumption matrix and provided practical design recommendations for each round of research.

.The designers at Meta made changes to the interfaces and continued with the development of the new features based on our recommendations iteratively.

Oct - Dec 2021

WorldFirst

.Conducted discovery research to help Worldfirst re-evaluate their pricing strategies as they expand the business overseas.

.Recruited and had in-depth interviews with 10 financial decision-makers in their companies for the research.

.Presented the insights to the team with some pricing templates to illustrate participants' preferred pricing models and how they could better explain their service and the value of it.

Aug - Sep 2021
Travis Perkins

- .Designed the key features and created low-fidelity prototypes of a new mobile application, which mainly helps users visualise The Bathroom Showroom's products in their bathrooms with AR.
- .Planned and facilitated workshops to bring target users, professional installers and the team at Travis Perkins together to brainstorm and make design decisions.
- .The team saw the potential of the application after our presentation and would like to start developing it this year.

July - Aug 2021
Serco Workforce Solutions

- .Involved in understanding the recruitment experience of Serco's temporary workers and proposing design opportunities to improve it.
- .Conducted a 'Mystery Shopper' exercise to go through and review the recruitment journey.
- .Interviewed 15+ Serco's employees and recruiters, and observed screening calls and interviews.
- .Presented the joys and pain points of different personas with journey maps, and ran a co-design workshop afterwards to prioritise the proposed opportunities.

Jan 2020 - May 2020
RCA Graduate Project
V&A Museum

- .Worked closely with the digital team at V&A Museum to stimulate visitors' meaningful engagement with exhibits by transforming the museum into a therapeutic environment.

Aug 2019 - Sep 2019
Design Intern
World Animal Protection

- .Supported the redesign of several elements on their official website.
- .Created social media content for marketing use.

Jul 2019 - Aug 2019
Freelance Designer
My Personal Therapeutics

- .Helped the team design a holistic service to deliver personalised cancer treatments by introducing different service design tools and system thinking.

Oct 2016 - Aug 2018
Product Designer
Crystocraft

- .Partnered with Swarovski to design and manufacture in-house products and ODM giftwares for companies across different sectors.

DESIGN TOOLS

Figma, Adobe XD, Illustrator, Photoshop, Premiere Pro, Rhino, KeyShot

AWARD

2016 - 2017
Bronze A'Design Award
Italy

- .Project name - Carpe Diem
- .Category - Lighting Products and Lighting Projects Design
- .<https://competition.adesignaward.com/design-image.php?y=2016&design=50630>