

Marie Lu Vinh

I work with organisations to create the next generations of **services and products**, solve **complex systemic problems** and orchestrate **human-centred transformations** from the inside out.

mluvinh@gmail.com

As a designer, I've got my roots across multiple disciplines across the project lifecycle that have helped me foster a **flexible design practice**. I believe any service and products today need consider **how people, tools and operations come together** to orchestrate the seamless experience your end-users need.

[linkedin.com/in/marieluvinh](https://www.linkedin.com/in/marieluvinh)

marieluvinh.com

Key capabilities

- **Key methods:** proficient in design thinking methods, generative research, translating insights into strategic opportunities, product and service prototyping, journey mapping, service blueprinting, workshop design and facilitation with stakeholders or users, roadmapping,...
- **Tools:** Figma, Token Studio, Miro, Adobe Creative Suite, MS Office, Jira, Trello, Dovetail, git,...
- **Languages:** French (native), English (fluent), Dutch (A2/B1)

Professional experience

• Freelance - Senior service & product designer

📍 Shell Agile Hub NL 📍 Amsterdam 📅 Feb 2023 - Dec 2023

Working within the Digital Innovation Hub to define and design digital products focused on decarbonisation and waste reduction targets. I lead an internal platform that accelerates the **digital transformation** of supply chain teams, enhancing transparency, and catalysing change.

• Freelance - Senior service designer

📍 BT / EE 📍 Remote 📅 Mar 2022 - Nov 2022

Led service design activities within a new 'tribe' at the largest telecom company in the UK, helping drive the definition of new business propositions and services. I worked together with Product Leads, enterprise architects and delivery teams to define end-to-end and front-to-back experiences; creating **service blueprints**, actively participating in the development of Service Design capabilities within the organisation, including service **design patterns** and **design systems**.

• Freelance - Senior service & UX designer

📍 adidas Studio A 📍 Amsterdam 📅 Mar 2020 - Dec 2021

The Special Projects team spearheads change management programmes and new ways of working within Studio A and beyond. My work focused on designing **internal knowledge management platforms** and **financial platforms**. and improving ways of working in collaboration with process managers, operations and finance teams. Other responsibilities included **mapping services and processes**, **content audit and strategy**, user research, assessment of external vendors, requirements gathering and definition

• Freelance - Senior service & UX designer

📍 Formidable 📍 London 📅 Jan 2019 - Jun 2019

Leading the design and user research efforts to advance the development of a legal tech solution to change how lawyers collaborate inside and outside the firm. Key responsibilities included: **coaching product owners** on design methods, continuous **product design** improvement, user research, **design concept and strategy**, **workshop facilitation**

- **Senior service designer**

🏢 Idean (now Frog, part of Capgemini) 📍 London 📅 Jan 2018 - Nov 2018

*As founding member of Idean UK (now frog), I actively contributed to defining the studio's internal culture alongside working on client projects. I shaped **team rituals** and worked on internal **futures-thinking and speculative design initiatives**. As a service designer, I facilitated **vision and co-creation workshops** with several clients to create shared solutions, conducted field research to inform service strategy, and was involved in creating pilots for new pension services.*

- **Senior experience & service designer**

🏢 Futurice UK 📍 London 📅 Oct 2015 - Dec 2017

*As core contributor, I worked on the **creation and launch of digital services and products** for several global clients, built design capabilities, engaged with stakeholders to overcome challenges and deliver services that answer both business and customer needs. I actively explored new cross-disciplinary ways of working within project teams to bring in new practices, and lead internal initiatives designing with and for new technologies such as IoT, VR/AR, Future trends.*

- **Freelance - UX designer**

🏢 Potato 📍 London 📅 Jul 2015 - Sep 2015

*Working on redefining the recruitment process of a global tech company. My responsibilities involved **clarifying the end-to-end experience in order to identify opportunity areas** across different touchpoint in the experience and renew it.*

- **UX designer**

🏢 Pancentric Digital 📍 London 📅 Nov 2014 - Jun 2015

*Redefining the offering of the company by bringing in research and service design capabilities, alongside clarifying the UX design process. My work involved **planning and delivering co-creation workshops, leading the redesign and creation of digital experiences within Agile environments**, managing client stakeholders and conducting business development activities.*

- **Design insights consultant**

🏢 PDD Group Ltd 📍 London 📅 Jan 2013 - Sep 2014

*Support and lead **design research activities to deliver new services and product innovations**. Key responsibilities included: conduct user research for **non-digital services and products**, expert interviews and trends research, work closely with clients in co-creation workshop and help them adopt a human-centred mindset.*

Education

Professional Scrum Master I

🏢 Scrum alliance

Double MA + MSc Innovation Design Engineering

🏢 Royal College of Art + Imperial College 📍 London

BEng Architectural Engineering

🏢 Ecole Polytechnique de Bruxelles (ULB) 📍 Brussels