

# Marie Lu Vinh

[mluvinh@gmail.com](mailto:mluvinh@gmail.com)

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

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

## Professional experience

### ● Freelance - Senior service designer

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

### ● Freelance - Senior service designer

📅 BT / EE 📍 Mar 2022 - Nov 2022  
📅 Feb 2023 - Dec 2023

### ● Freelance - Senior service & UX designer

📅 adidas Studio A 📍 Mar 2020 - Dec 2021  
📅 Feb 2023 - Dec 2023

### ● Freelance - Senior service & UX designer

📅 Formidable 📍 Jan 2019 - Jun 2019  
📅 Feb 2023 - Dec 2023

### ● Senior service designer

📅 Idean 📍 London  
📅 Feb 2023 - Dec 2023

### ● Senior experience & service designer

📅 Futurice UK 📍 Oct 2015 - Dec 2017  
📅 Feb 2023 - Dec 2023

### ● UX designer

📅 Pancentric Digital 📍 Nov 2014 - Jun 2015  
📅 Feb 2023 - Dec 2023

### ● Design insights consultant

📅 PDD Group Ltd 📍 Jan 2013 - Sep 2014  
📅 Feb 2023 - Dec 2023

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.

I believe any service and products today need consider **how people, tools and operations come together** to orchestrate the seamless experience your end-users deserve.

## Skills & expertise

I work across project lifecycles to deliver positive impacts for organisations, customers, and society. I create human solutions tailored to your specific challenges through **my blended approach and transdisciplinary design practice**.

- **Setting visions & strategies:** from identifying opportunities through human-centred research and trends analysis and ideation.
- **Transforming ideas into reality:** defining, designing and launching services and digital products. From drafting concepts to working with software engineers to crafting the best experience for end-users, via prototyping and testing every idea.
- **Orchestrating people, processes and tools:** aligning end-user experiences with internal ways of working, including design systems and design operations.

**Tools:** Figma, Token Studio, Miro, Adobe Creative Suite, MS Office, Jira, Trello, Dovetail, git, and more ...

**Languages:** French (native), English (fluent), Dutch (A2/B1)

## Education

### Professional Scrum Master I

🏛️ Scrum alliance

### MA MSc Innovation Design Engineering

🏛️ Royal College of Art + Imperial College 📍 London

### BEng Architectural Engineering

🏛️ Ecole Polytechnique de Bruxelles (ULB) 📍 Brussels