

# BLISS NG

## DETAILS

CUSTOMER EXPERIENCE  
STRATEGIC THINKING

m. +64 021 211 5396  
e. bliss@lokiev.com  
w. <https://lokiev.com>

---

## HELLO,

I'm Bliss, a strategic design leader with almost a decade of experience. I am skilled at working with businesses to solve the right problems for the right reasons, and achieving customer and business goals by delivering practical and effective solutions. I am passionate about creating valuable and meaningful experiences, and empowering teams to achieve success by fostering a collaborative culture with a human centered design mindset and approach.

## MY EDUCATION

Auckland University  
of Technology

**Master of Design, Dean's Award for Excellence in Postgraduate Study**

Nanyang Technological  
University (NTU)

**Bachelor of Fine Arts in Interactive Media, Honors**

---

## MY WORK EXPERIENCE

Mar '23 to Current

**Woolworths New Zealand (Countdown)**  
**Lead UX Designer**

- Leading the UX team across Countdown's loyalty rebranding program, **Everyday Rewards**, with almost **2m active users on the website and 1m active users on the app**
- Principal UX lead for external partnerships for Everyday Rewards, crafting clear and compelling narratives to gain buy-in and ensure design alignment for **four large business partnerships in the program**
- **Mentoring a team of five designers in the loyalty space**, raising capability of the craft by facilitating design workshops, uplifting my own capability by engaging in leadership courses and taking leadership opportunities where available
- Working as the conduit between the UX team and the loyalty proposition team, **defining project scope and requirements** with the relevant stakeholders and ensuring alignment with the UX team
- Creating **high level strategic customer journey maps, flows and designs** that align with business and customer goals and objectives
- Working closely with Content and Analytics teams to **share insights and contribute to Everyday Reward's roadmap**
- Doing hands on work - creating wireframes, low to high fidelity designs, interactions, and supporting design delivery



## MY WORK EXPERIENCE (CONTINUED)

Nov '20 to Mar '23

### **Woolworths New Zealand (Countdown)** **Senior UX Designer**

- Leading the redesign of the **myCountdown email**, with a focus on being customer first and using a design thinking approach
- Being part of the team that delivered **Single Sign On**, Woolworth's sign in/sign up solution across multiple products, e.g. Everyday Rewards by leading discovery and design work across onboarding and acquiring
- **Leading and facilitating design thinking workshops** to integrate design thinking and the double diamond process into agile ways of working
- Doing **qualitative and quantitative research**, and collaborating with the Analytics and Insights team to gain insights
- Working across squads, channels and parts of the business to **ensure cohesion in end to end journeys**
- **Presenting concepts and insights** to stakeholders and teams across the wider business
- Doing hands on work - creating wireframes, low to high fidelity designs, interactions, and supporting design delivery

May '19 to Nov '20

### **Tower Insurance** **Senior UX Designer**

- Delivering Tower's **Self Service Portal**, enabling customers to take control of their insurance and improving their customer experience
- Working on improving the **online buying experience** for customers by ensuring accurately presented and easily understood information
- Working together with **legal, development, and content teams to solve for complex business problems**
- Leading out and defining **the user testing process and research report templates** in the business
- Encouraging and bringing design thinking throughout the business through **active collaboration and facilitating workshops**
- **Analyzing data of the current state** using various tools and collaborating with the business to improve CRO, and using data to inform design decisions
- Collaboration within the design team and squads to **define design standards and ways of working**
- Doing hands on work - creating wireframes, low to high fidelity designs, interactions, and supporting design delivery



## MY WORK EXPERIENCE (CONTINUED)

Feb '17 to May '19

### Spark New Zealand UX Designer

- Working across multiple areas of the business, such as Mobile, Broadband, and Spark e-commerce (Business) to improve customer experience
- Collaborating with the design team and business for requirements and to encourage design thinking by **introducing frameworks** such as JUCCI and **empowering teams to use them**
- Championing **human centered design and the design process**, working on solution and concept validation, end to end journey, and customer and process maps
- Working on wireframes (low to high fidelity), detailed UI design (visual and interaction design), rapid prototyping, and design delivery
- Collaborating with the research team for customer testing: defining tests, writing test scripts, observation, and facilitation

Jul '14 to Feb '16

### MatchMove Pay Pte Ltd Interactive Designer

- Working with product owners to **improve the current usability and flow, journey and customer mapping**
- Wireframes (low to high fidelity)
- Detailed design, including interaction and visual design
- Advertising and print design, including marketing materials such as banners and product packaging

---

## SOME OF THE TOOLS I USE



Sketch



Adobe Suite



Lookback/Invision



Figma



Jira



HTML/CSS



Pen &  
Paper



Post-its!

Thank you,  
hope to hear from you soon!