

Debora Deitel



*I use **research and design** to
drive innovation
and bring **new ideas to life**.*



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Professional summary

Over 20 years of experience leading **user research and experience transformation** for large enterprises including; The Commonwealth Bank, SEEK, Vodafone, ING, Telstra, The Australian Government, IBM, and British Airways.

Expert user researcher. **Designed and conducted over one hundred large scale qualitative** and quantitative studies.

Outstanding track record in the design of **user experiences that measurably improved profitability**, operational effectiveness and customer adoption.

Creative team leader. Highly skilled in managing teams, building consensus and mentoring.

Career highlights

Commonwealth Bank of Australia

Proactively called out the very issues that were to be raised at the Senate Enquiry into Advice. My research into the customer experience of CBA Financial Advice shaped the transformation of the service.

The Woolmark Company

Created a three-by-five-metre wall map to articulate the complex research findings across the Woolmark ecosystem. This huge map enabled the viewer to step back for a birds-eye view and then, as they moved in closer and closer, more details would increasingly come into view. This was my most innovative service design.

Rabobank

Led the research, strategy and design for “RaboDirect”, a new digital bank with straight-through online application processing.

Australian Government, Immigration and Border Security

Awarded ‘CeBIT Excellence in e-Government Award’. Improved transparency, accuracy and usability of immigration systems through user research and user-centred design.

IBM

Led a cross-functional, international team of over 150, spanning 16 countries in the deployment of ‘OneX’, IBM’s most aggressive global user experience transformation program.

Detailed career history

Ansarada, Sydney (2016 – 2018)

Head of Research

Scope

Led the research for new product development; specifically, an AI driven Investment Banking app.

Achievements

Compiled and analysed data from hundreds of deals to determine timelines, activities, parties involved as well as user needs and motivations during the process.

Worked closely with data scientists to design algorithms that would serve content intelligently based on the real-time analysis of user behaviour.

Conducted qualitative research into the needs, drives and emotions of each customer type including; Finance Analysts, CFOs, Business owners, Investment Bankers and Advisors.

Instituted the usability testing program and protocols for all research within the company.

Collaborated with Aboriginal community leaders to customise the deal-room software so that it could be used to share information and 'know-how' amongst disparate remote communities without government intervention.

Commonwealth Bank of Australia, Sydney (2016)

Senior User Researcher

Scope

Led a high high-profile qualitative research project for CBA Financial Advice. This was commissioned by c-suite executives in the wake of the Senate Inquiry into the Scrutiny of Financial Advice.

Achievements

Led In-depth research and analyses of the customer and service provider experience across all stages of the Financial Advice service.

Delivered finding-based recommendations for the transformation of the service.

Collaborated with over twenty senior stakeholders on this project, leading them through a user-centred design process beginning with the research findings, followed by a hypotheses workshop and culminating in the adoption of a unified action plan.

SEEK, Melbourne (2014 – 2015)

Senior User Researcher

Scope

Oversaw all user research for the existing employment site and new product development.

Achievements

Designed and conducted a large ethnographic, longitudinal study into the 'Job Searcher's Journey'. Utilised mobile interactive diaries, paper diaries and video amongst other research tools. Created customer journeys, 'week in the life of a job-seeker' and other video and graphic artefacts to share the research findings.

Conducted in-lab usability studies for new and existing products.

Implemented digital feedback mechanisms and surveys, analysed the incoming data and used the findings to define new product designs and features.

Meld Studios, Sydney (2014)

Research and Service Design

Scope

Under contract to Meld Studios, I led a large service design project for The Woolmark Company.

Achievements

Through in-depth user research, artefact creation and visual mapping, I articulated how the many services of the Woolmark Company were experienced across a highly complex global ecosystem — from farm to fashion. Using the research findings, I worked closely with The Woolmark Company to envision what the 'ideal' service experience of the future would look like.

Vodafone Australia, Sydney (2011 – 2013)

Head of User Research & Design Strategy

Scope

Led the user research and design strategy for Vodafone Digital

Achievements

Led Vodafone's largest digital channel research program, the findings defined its customer experience transformation and led to the overhaul of customer systems, social media integration and the use of cloud technologies. Conducted interviews or contextual enquiries with over 100 customers and employees.

Different Ltd, Sydney (2010)

Consultant: User Experience Research

Scope

Led user research for key players in financial services including, Westpac, ING Direct and RaboBank.

Achievements

Launched RaboDirect, a new online bank with straight-through digital application processing.

Conducted research into ING Direct's customer experience utilising a wide range of creative qualitative techniques. The findings led to the creation of a new customer experience strategy.

Dept of immigration, Australian Government, Canberra (2007 – 2009)

User Research Lead

Scope

Improved usability, transparency and accuracy of immigrations systems and processes including Border Security, Citizenship and Visa systems.

Led a team of 15 analysts and user research professionals.

Achievements

Led user experience research and in-lab user usability testing amongst a wide range of immigration service users including; Border Security and customs agents, visa processors, refugees and all classes of migrants.

Redesigned the Border Security Profile System. This system enables agents to screen, profile and identify all travellers into Australia.

Telstra: Data & IP Products, Sydney (2007)

User Experience Consultant

Scope

Developed a strategy and roadmap to improve the customers' experience of Telstra's key Enterprise and Government products as part of the 'Next Generation Networking' Leadership team.

Achievements

Researched and analysed the systems, processes and usage of complex Telephony, MIS and Networking products. I used my findings to drive experience improvements on these high-risk products.

Designed Telstra's futuristic 'unified comms' interface.

IBM, Sydney and New York City (1998 – 2006)

Program Manager: User Experience Transformation (Asia Pacific and Global)

Scope

Led ibm.com's most ambitious global multi-year user experience transformation program with an international team of 80 taking direction. This project, 'ONEX', restructured the website from a set of HTML pages to a dynamic, customisable, customer- centred experience.

Achievements

Achieved/Overachieved all usability, customer satisfaction and leads targets including Y2K readiness.

Directed the design, interaction and information architecture for over 100 global web applications.

Ran usability research in New York, Australia, Sydney, Beijing, Singapore and Tokyo.

Agency.com, New York City (1995 – 1998)

A key player in the early years of dramatic growth and development of a bold technology start-up.

Education and training

Tertiary Education

BA, Psychology (Honours), 1994

City University of New York, New York City

Summa Cumme Laude

Phi Beta Kappa

Other Courses

Subset

DBT: Practical Strategies for Practical Therapists

Dr Marsha Linehan, Sydney

Trauma-Informed Care and Practice

Blue Knot Foundation, Sydney

Project Management: Agile, Scrum, Kanban, Lean, XP, PMBOK,

Work-sponsored training, Sydney

Mandarin for beginners,

UNSW, Sydney

Film Production & Editing - certificate

New York University, New York City

An active member of the international user-centred design and research communities, I regularly attend lectures, seminars and conferences around the globe.

