





RESUME

PHOTO	NAME	ABOUT ME
	Emer McPolin	<p>As a senior level UX and UI designer, I have a strong belief in customer insights-driven research, beautiful design treatments, and sticky, impactful, breakthrough experiences that drive results and promote customer loyalty.</p> <p>I am also a qualified design thinking practitioner, trainer and facilitator, with comprehensive experience in the delivery of design thinking workshops, creativity training, idea development, and visioning and strategy sessions across several sectors and services.</p>
	JOB TITLE	
	Senior User Experience & Creativity Lead	
	CONTACT	
	202 568 3551 emcpolin@me.com @emermcp www.emermcpol.in	

EDUCATION	WORK EXPERIENCE
<p>University of Ulster MSc. Computing & Design [2000 – 2001]</p> <p>University of Ulster BA [Hons] Graphic & Interactive Design [1999 – 2000]</p> <p>Athlone Institute of Technology Diploma Design [Communications] [1996 – 1999]</p>	<p> Volkswagen Group of America Virginia, USA Jul 2019 - present Senior User Experience & Creativity Lead – Innovation Lab</p> <ul style="list-style-type: none">• Customer insight gathering, visioning, future-state journey definition, high-fidelity design, art direction and execution, and user testing of innovative proof of concepts.• Designing and facilitating creativity, visioning and strategy workshops for senior executives within Volkswagen to devise new experiences that put the customer at the centre and drive deeper engagement and loyalty.• Articulation of complicated strategies into clear, accessible concepts for storytelling to stakeholders and leadership for consensus building.• Bringing POCs and conceptual designs to life through high-quality design and testing for strategic projects such as Alexa Voice skill which was launched to all VW and Audi customer in the US in 2021.• Conceptualized, designed and pilot [forecast for May 2021] a new digital, in-dealership credit application experience for Volkswagen and Audi to replace paper, reduce fraud, reduce data errors and drastically improve the in-dealership customer experience.

CONTINUED DEVELOPMENT	
<p>BBC Academy Certification in Creative Facilitation [Awarded 2007]</p> <p>BBC Academy/University of New York Professional Accreditation in Creative Leadership [Awarded 2012]</p> <p>IDEOU Certifications Ideas to Action Licence Number: 3689-1644527</p> <p>Insights to Innovation Licence Number: 3897-1644527</p> <p>Foundation in Design Thinking Licence Number: 11944494 [Awarded 2018]</p>	<p> Slalom Consulting Virginia, USA Feb 2018 – Jun 2019 Senior Experience Design Consultant</p> <ul style="list-style-type: none">• Led research [discovery] phase work which involved working within organizations interviewing and extracting insights from users/employees to address friction points and devise user-centric solutions .• Facilitated creativity, strategy and visioning workshops for a variety of cross sector brands to help drive innovation for customer centric products and services.• Created impactful outcomes for the International Justice Mission storytelling capability to increase donations through lean impactful storytelling channel solutions• Overhaul the internal knowledge management system to create efficient work practices and single point of truth for all employees. <p> PA Consulting Virginia, USA Sept 2014 – Feb 2018 Principal Consultant User Experience & Design</p> <ul style="list-style-type: none">• Worked with a variety of clients across several sectors to overhaul approaches to UX, CX, strategy and innovation through actionable creative leadership processes, tools and techniques.• Designed and led new creativity go-to-market proposition to help build innovation capability and culture as a service to clients in sectors including Healthcare, Pharma, Energy, Finance and Transport.• Created insight-driven outputs such as personas, customer journeys, and user stories to enhance the healthcare experience of 1 million Medicaid recipients in NYC.



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SKILLS

Accessibility
Adobe Creative Suite
Art direction
Campaigns
Coaching and mentoring
Concept development
Corporate identity & branding
Creative direction
Creative strategy
Facilitation
Graphic design
Information architecture
Information design
Insights gathering
Interaction design
Layout
Requirements gathering
Typography
User interface design
User Testing
Visioning
Workshop design and delivery

THINGS I LOVE

Typography

Creative theory

Peloton [LB name: Emer_in_a_Spin]

Jewelry making [@glinnigh]

Japanese language and culture

Travelling

Singing [mezzo soprano]

WORK EXPERIENCE CNTD.

BBC BBC | London United Kingdom | Nov 2013 – Aug 2014 **Senior Producer - Creative Leadership Program**

- Designed and facilitated creative sessions for major BBC brands such as Top Gear, Doctor Who, London Olympics and Commonwealth Games.
- Trained 1000+ staff and external delegates on the principles of Creative Leadership and how to lead effective brainstorming for maximum results.
- BBC Internal Creative Coach, supporting, BBC leaders with critical key projects through one-to-one coaching sessions.

BBC BBC | London United Kingdom | Sept 2006 – Nov 2013 **Senior Designer**

- Responsibility for art direction across all aspects of production of BBC online training including LMS UI design, in-course navigational user experience, interaction design for maximized learning outcomes, high-quality creative visual treatments and production values, coupled with rigorous accessibility standards.
- Creative direction to illustrators, photographers, designers, and video makers for all BBC training-related online content with the objective of creating a unique and impactful BBC Academy brand voice to refresh perceptions of training.
- Art directed, devised information architecture, and branded a new BBC Academy online resource to overhaul the BBC training presence internally and externally which directly impacted awareness of BBC training, completion percentages of mandatory training courses and alignment with high profile BBC digital brands.
- Active member of the BBC GEL (Global Experience Language) Working Group, tasked determining the BBC UX components and UI design style across all BBC websites with the goal of creating a flexible but cohesive and accessible experience for all BBC audiences.

NICHIAI KK Nichiai | Tokyo, Japan | Nov 2004 – Sept 2006 **Creative Division Manager**

- People manager tasked with the leadership, development and mentoring of four designers to ensure successful and timely project outcomes.
- Business development role within the Creative Division resulting in the doubling of revenue through the acquisition of clients such as Nissan, Diageo, Carl Zeiss and The European Union.
- Subcontracted to BBDO Japan at their request, to design and pitch the 2005 Guinness Japan Halloween Campaign entitled, 'Black Magic'.

OTHER INTERESTING STUFF

Panelist – Internal Strategy Panel
Georgetown Consulting Day
[Sept 2020]

Volunteer mentor and coach
Audi/STEM for Her Drive Like a Girl
[Oct/Nov 2018]

Author: 'The Fundamentals of Creativity'
Design Management Institute Review
[Sept 2018]

Course approval board member
Graphic and UX Degree Courses, AIT
[Jul 2014]

Third-level external examiner
Dip & BA Hons. Interactive Design, AIT
[Dec 2014 - Dec 2016]

MC and creative facilitator
BBC Radio 1/Children in Need
[Sept 2014]

Music Talent Scout
BBC Introducing
[2007 – 2013]