

Expansion

Skills I continuously cultivate within my design approach.

Endless learning & curiosity ❤️

to stay agile, innovative and adaptive.

Understanding technical aspects 🔍

to communicate among teams & create informed solutions.

Visualising through prototyping

to validate concepts and refine ideas based on user feedback.

Collaborating effectively

to foster a culture of learning & growth and embrace feedback.

Facilitating creative workshops ❤️

to harness collective genius for maximum creativity & innovative ideas.

Designing emotion & experience

to create engaging experiences that deeply resonate with the users.

Measuring & monitoring success 🔍

to assess impact and drive continuous improvements.

Communicating a narrative

to convey design value, inspire action, & foster alignment.

Involving all stakeholders

to align diverse perspectives & consider business goals.

Foundation - Strategy

Strategy, for me, is about laying the groundwork for impactful solutions that resonate with both users and stakeholders.

Simplifying complexity 🔍

to understand systems, reveal patterns & drive innovation.

Understanding users ❤️

to foster engagement and satisfaction.

Identifying the problem ❤️

to set the stage for effective solutions.