

Vivian George

Work Experience

McKinsey & Company / Senior Experience Designer

May 2021 - Present, London,UK

McKinsey & Company / Experience Designer

September 2019- May 2021, London,UK

Responsible for digital transformation and agile product development projects in cross-functional teams, helping clients drive growth by delivering breakthrough products, services and customer experiences in finance, medtech and pharmaceutical sectors.

(1) Designed and developed customer journeys and MVPs for business and personal banking onboarding and mortgages. (2) Value proposition design and development that reimagines the Healthcare Professional and Medical Representative engagement models, and (3) Digital strategy formulation for leading pharmaceutical and medical technology companies.

Royal College of Art / Research Associate

September 2018- July 2019, London,UK

Consulting on a pan-European wholesale client experience transformation project for a global Asset Management Company. Full Lifecycle service development project, collaborating with marketing and sales to deliver an extension of an in-house digital platform that allows for more personalisation capabilities for clients.

ApTap / Service Design Consultant

January 2018- January 2019, London,UK

ApTap is a FinTech startup that helps manages your bills and subscriptions for users. Validated their business and customer assumptions through user research. Consolidated and defined their user type. Conducted interviews and helped create their business model.

DBS Bank / Design Research Intern for CBG UX Team

June 2018- August 2018, Singapore,SG

Conducted workshops and assisted in projects to improve user experience through usability and idea generation interviews. Created an ideation toolkit and information architecture system for the existing research of the design team

Startupbootcamp InsurTech / Marketing & Events

September 2017 - November 2017, London,UK

Launched a "Why SBC London" Campaign
Helped boost applications for accelerator program
Video Editing and Infographic Design
Led the Hackathon on Claims Processing Using AI & Robotics

vivianlgeorge@gmail.com

(240) 729-5389

8504 Pierce Point Ct, Potomac, MD, 20854

Citizenship: American (USA)

Education

Royal College of Art / MA Service Design

September 2017 - August 2019, London,UK

London School of Economics / BSc Geography with Economics

September 2014 - July 2017, London,UK

Skills

Expertise: Value proposition design and development • service design • design strategy • user-centric design • customer research • business models • product development • MVP development

Product Management: User stories definition • Prioritisation of development • Defining MVP • Backlog Creation • Backlog Grooming • Defining success criteria and KPIs • Collaborating with Scrum Master on team output and performance • Agile Ways of Working

Design: Concept Creation and Sketches • Service Blueprints • Customer Journeys • Value Proposition Design and Development • Personas • Wireframes & Mock ups with Sketch • UX/UI Designs • Adobe Illustrator • Rapid Prototyping • A/B Testing • Customer Interviews • Adobe Indesign • Prototyping on Figma • Invision • User Flows

Publications

Vernet, A., Khayesi, J.N.O, George, V., George, G., Bahaj, A.S. (2019) " How does energy matter? Rural electrification entrepreneurship, and community development in Kenya." Energy Policy 126: 88-98