Robert Kiss

Service & UX Designer (SC cleared)
Certified Scrum Master, Product Owner, IT Business Analyst (IREB)

Senior Service Designer with 15+ years' experience across UK government, Salesforce, telecommunication and airline sectors. Experience in design thinking, accessibility and end-to-end design, service blueprinting, user journeys, capturing and improving processes, especially GOV.UK Service Standards and GDS environment. Working with multidisciplinary teams, stakeholders, user researchers, solution architects and business analysts.

I have worked with numerous organizations on innovative SaaS/XaaS/DaaS commerce platforms, bespoke services and mobile projects. I have a strong portfolio of web/cloud and mobile application designs, demonstrating a fluent understanding of service, user experience and solution design. I am able to transform business stakeholders' visions into a clear, highly usable product for users, utilizing best practices and methodologies, blueprinting, sketching, wireframing and prototyping, from ideation and discovery to implementation. Based on my wide range of knowledge, I can synthesise research, service and product design, ux and ui, business analysis into agile/scrum project and environment.

ABOUT

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LINKEDIN
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TRAININGS

Change Management
Udemy / 2024

IT Business Analyst (academy)
Masterfield / 2021

Agile/Requirements Analyst
EntSol / 2020

Agile/Scrum Master
EntSol / 2020

Agile Product Owner
EntSol / 2019

Better User Stories
Mountain Goat / Online / 2019

User Research Practices
Userfocus / Online / 2016

HCD/ UCD / User Experience
Bristol City College / 2013

Project Management
EFEB Academy / 2010

Media & Web Technologies
Web Academy, New York / 1995

SKILLS

- Define and describe highly complex services
- Strong service design background within user centered design
- Designing end-to-end services comprised of multiple digital products and touchpoints, and creating service design artifacts
- Producing high-quality service and UX design deliverables
- Blueprinting and prototyping, using a variety of prototyping methods, knowledge of web development (Javascript, HTML5 and CSS3)
- Leading and facilitating workshops, ability to apply user research methods, insights, and recommendations, qualitative/quantitative
- Applying user-centered design (UCD) principles and agile methods to develop and optimize service design concepts and solutions
- Creating and managing design systems for use across multiple services
- Identifying and applying risk methodologies
- Apply strategic thinking to provide the best service for the end user, prioritize and mitigate constraints, service mapping and analysis
- Stakeholder management and change management
- Solid knowledge of Salesforce, systems, Agile/Scrum environment
- Work collaboratively with product owners, marketing, developers and other (Agile) team members, within multi-disciplinary teams to conduct and deliver research, design, prototype and digital propositions, collaborate with design and development to run experiments and design sprints to rapidly test and iterate prototypes
- Creating user journeys and ecosystem maps, as-is/to-be, variations and proposals, capture and address pain points through all touchpoints
- Translating needs and requirements into models and prototyping these models into value streams for user clarity.
- Usability testing, evaluating the product life cycle, accessibility mapping to ensure inclusive design for diverse needs using WCAG 2.2.
- Applying government service standards & design principles to all steps of the design process.

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E X P E R I E N C E

LEAD SERVICE DESIGNER
Home Office, London, United Kingdom
[January 2025 – Present]

Leading service design and discovery phases on HomeOffice analytical and investigation products, extend and improve technical capability and implement UCD/GDS to the whole department.

As the lead Service Designer I primarily focus on defining the service map and service strategy, describing service processes, user journeys, story mapping, service blueprints, facilitate and manage user research and analysis, design end to end solutions within GDS, develop AI strategy, define effective use of AI, deliver AI impact analysis

LEAD SERVICE DESIGNER
DWP/Cognizant, Bristol/London, United Kingdom
[October 2023 – December 2024]

Leading service design on the Department of Work & Pensions' new strategic analytical tool for their statistician and analyst community, providing a new analytical and data visualization platform access., defining service maps, blueprints, service strategy, describe processes, user journeys, story mapping, and process flows, design end to end solutions within GDS, leading stakeholder meetings and workshops, delivering low–fidelity wireframes and transferring them into high fidelity prototypes.

LEAD SERVICE DESIGNER
Audley Travel, London, United Kingdom
[April 2023 – September 2023]

Leading service and UX design on Audley Travel's new world–leading personalized travel experience, self–service client, and intranet portal, based on Salesforce.

Tasks: define the UX/CX strategy, describe service processes, user journeys, story mapping, potential functional and non–functional requirements, service blueprints and process flows, and deliver UX and UI artifacts.

LEAD SERVICE DESIGNER
British Airways, London, United Kingdom
[September 2022 – April 2023]

Leading service and UX design on BA's OpsLink application that provides multiple communication channels to the ability to make rapid and informed decisions for ground operation teams, and deliver high quality and rapid communication between teams.

Tasks: define user journeys, story mapping, potentially functional and non–functional requirements, service blueprints and process flows, leading stakeholder meetings and workshops, and delivering low–fidelity wireframes and high–fidelity prototypes.

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LEAD SERVICE & UX DESIGNER

Salesforce, October 2022 – December 2022, London, UK
[September 2022 – April 2023]

Leading discovery phase of service and ux design on a bespoke Salesforce portal for an international publishing brand, deliver an enterprise level cloud commerce platform concept, map out and describe CRM requirements. Working as the part of the core discovery and change implementation team, close with business stakeholders and Salesforce teams, solution architects.

LEAD SERVICE DESIGNER

Ecotricity, May 2022 – October 2022, London, United Kingdom
[September 2022 – April 2023]

Leading service and ux design for UK's major green energy suppliers new customer platform, bespoke service architecture for their new Salesforce solution. As the lead UX/Service Designer my focus was to define user journeys, story mapping, potential functional and non-functional requirements, service blueprints and process flows, define bespoke UX architecture in Salesforce.

LEAD SERVICE DESIGNER

HMRC, London/Newcastle, United Kingdom
[September 2022 – April 2023]

Large scale EU exit and goods movement related projects (Northern Ireland, EU and GB), deliver full end-to-end solutions with Gov.uk integration for public and API focused solutions for software integrations.

Tasks: deliver user journeys, functional specifications, deliver wireframes and prototypes on both Figma and Github, using GDS and Gov prototyping toolkits, map out and simplify complex solutions.

LEAD SERVICE & UX DESIGNER

Salesforce, London, United Kingdom
[February 2022 – May 2022]

Salesforce 360 bespoke B2B portal for an international tobacco brand, deliver an enterprise level cloud (XaaS) commerce platform, bespoke service architecture on the CRM solution with full Salesforce and SAP integration. Working close with international business stakeholders and multiple Salesforce development teams, product owners, project managers. Tasks: define user journeys and personas, story mapping, service and process flows, deliver detailed service blueprints, manage discovery and research sessions.

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LEAD UX / PRODUCT DESIGNER (RECURRING CONSULTANT)
Virgin Media/O2, London, United Kingdom
April 2021 – Dec 2023]

As the part of the creative incubator/MVP teams, I was hired to work on multiple Virgin projects:

- Roomy – AI driven roommate finder application concept, with an additional dimension to find better flat mates based on personality match.
- Open – AI driven mentorship application, where the younger generation can get more and practical help in the corporate environment, they can learn more specific skills from mentors.
- Virgin Media/O2's loyalty and reward scheme with a full MyVM mobile app integration plan
- Food waste awareness mobile app concept
- Virgin Media/O2's 4G/5G Live Coverage mobile app concept
- InnerCircle mobile app concept with shared group and friend calendars, event management

As the lead UX/Service Designer primarily focused on to discover, map out and define the foundations of mobile app concepts, uncover their potential pain points, lead full scale user face-to-face users research and rapid prototyping workshops,,, wireframing and prototyping, walk–through presentation, manage design sprints.

SENIOR UX & SERVICE DESIGNER
British Gas, London, United Kingdom
September 2021 – January 2022]

Leading BG's user experience and service design process on a new, AI driven chat assistant/natural language interface "Cosmo"(powered by Google AI and Alexa), a fully automated end to end chat solution, interaction design, integration and process model for Cosmo and WhatsApp.

SENIOR UX & SERVICE DESIGNER
BT/EE Mobile, London, United Kingdom
[February 2021 – September 2021]

Primarily focus on EE Mobile fleet manager portal for public and market clients, map out business solutions for BT and EE Mobile. Tasks includes UX strategy, research to solution, service and product design, user journeys, feature and story mapping,, wireframing and prototyping, hands on all UI related tasks, Working close with product owners, delivery managers, content managers, user researchers.

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LEAD UX / PRODUCT DESIGNER
University of Bristol, Bristol, United Kingdom
[June 2021 – August 2021]

Full UX analysis and research on their student mobile app, restructure CMS/ platform requirements, development roadmap. large scale user research, feature and story mapping, functional and non functional specifications, design and architecture, workflow charts, requirement analysis, wireframing.

SENIOR UX & PRODUCT DESIGNER
Cyferd, London/Barcelona, United Kingdom
[August 2020 – February 2021]

UX/Product Designer for a development startup to help them to create and develop a low code/no-code platform, heavily using AI (artificial intelligence) and ML (machine learning) processes. Tasks included: ux and design, research & analysis, wireframing, prototyping, feature and story mapping, conceptual design, functional and non functional specifications, requirement analysis.

SENIOR UX/UI & PRODUCT DESIGNER
Blackfinch Investment, Gloucester, United Kingdom
[August 2019 – March 2020]

Take over UX Design and business analyst tasks to re-design Blackfinch's Galapagos CRM solution. Tasks included: user research, pain point and requirement analysis, user journey, empathy, feature and story mapping, deliver functional and non functional specifications, create wireframes and prototypes, helping digital and agile transformation as Agile/Scrum leader.

SENIOR UX/UI & PRODUCT DESIGNER
Usay Compare, Cirencester, United Kingdom
[September 2018 – August 2019]

Build Usay's new multi quotational medical and life insurance CRM platform. Tasks: user research, pain point/requirement analysis, user journey, empathy, feature and story mapping, create rich wireframes and prototypes, UI libraries, create concepts for desktop and mobile devices.

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EXPERIENCE (CONTINUE)

SENIOR UX DESIGNER & ARCHITECT
Horizon Digital Media, Cardiff, United Kingdom
[May 2017 – September 2018]

Supervise UX design, research/usability testing, wireframing and prototyping, functional requirement documents and development management on cloud, SaaS, web applications and mobile apps for Horizon's clients. Main clients are: Asda, Lenstec, Adexsi UK, MIB Facades, Hobbs Holding, Brick Fabrication, Swift Recruitment, CPS Group, Ultrawave, Ledwood, Encon, Harding Evans, Squash Wales, Wales Government.

SENIOR UX DESIGNER & DEVELOPER
Brunel Promotions, Bristol, United Kingdom
[May 2011 – May 2017]

UX and development tasks on Brunel's intranet solutions, website network, manage email and digital marketing channels, hands on email development and build, develop their brand new web to print solution, BrunelOne and create web to print digital workflow.
Tasks included: user research, requirement analysis, deliver user journey, empathy, feature mapping, deliver functional and non functional specifications, create wireframes and prototypes, define information architecture.

SENIOR UX DESIGNER & DEVELOPER
Jet2 Airlines, Leeds, United Kingdom
[August 2010 – April 2011]

Fixed term contract to develop and maintain jet2's websites, manage email and digital marketing channels, hands on email development and build, develop their brand new web solutions, create UX concepts for mobile devices. Tasks was includes: web development, user research, feature mapping, deliver functional and non functional specifications, create wireframes and prototypes, define information architecture.

SENIOR UX DESIGNER & DEVELOPER
TDS/Platte Media, Leeds, United Kingdom
[September 2008 – August 2010]

UX and web design, usability testing, define information architecture, user journeys, wireframing, prototyping, manage development on the company's on-demand video stream service.
Tasks included: UX and front-end development, user research, UI, web and visual design, develop marketing landing pages, feature mapping, deliver functional and non functional specifications

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E X P E R I E N C E (CONTINUE)

SENIOR WEB DESIGNER & DEVELOPER
Western Impressions, Budapest, Hungary
[August 2003 – September 2008]

Supervising web and multimedia projects for national and international music publishers and broadcasting companies. Tasks included: web development, web and visual design, develop marketing landing pages, front-end programming.

CREATIVE LEAD & MULTIMEDIA DEVELOPER
RadioGroove, Budapest, Hungary
[January 1999 – August 2003]

Supervising on-demand digital radio development and other multimedia projects. Achievements: Best digital project in 2001 (as creative lead), Performance Marketing Award (team).

CREATIVE DESIGNER & PRODUCER
Westernet Hungary, Budapest, Hungary
April 1995 – January 1999]

Web/flash/graphic design, web and database development, team leader and supervisor on large scale development, project management, web and visual design, front-end programming.

PRODUCER, COMPOSER & SOUND ENGINEER
T2 Productions/Homeboy Studios, New York, USA
[January 1992 – March 1995]

Supervising music projects, sound-engineering, remixing, producer tasks, composing, programming.
Achievements: 10 albums, 5 multi platinum.
Clients: Madonna, TLC, Robin S.

PRODUCER, COMPOSER & SOUND ENGINEER
Proton Records, Budapest, Hungary
[January 1985 – January 1992]

Supervising music projects, sound-engineering, remixing, producer tasks, composing, programming.
Achievements: 80 albums, 10 gold, 5 platinum

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EFEB Academy / 2010

🎓 **Media & Web Technologies**
Web Academy, New York / 1995

EXPERIENCE (CONTINUE)

- 25 years in software development, user experience and user interface design, experience within fintech and healthcare systems, telecom, public sector solid experience in Enterprise, SaaS and CRM type solutions
- Comfortable with every stage of the UX process, from running discovery workshops, wireframing and prototyping, through to delivering high-fidelity designs
- Extensive experience across key UX processes, requirement elicitation, sketches, flows, wireframes, prototypes etc.)
- Confident in working with senior members and stakeholders, ux and ui designers, product managers and developers, present ideas to executives, architects and developers, experience managing multi-stakeholder environments
- In-depth knowledge of with Adobe Creative Suite and industry standard user experience and prototyping tools, software such as Sketch, Balsamiq, XD, Axure, Figma, InVision
- Thorough understanding of user interface design, UX methodologies and principles, best practices, information architecture, human-computer interaction and human factors, turn ideas into on-brand visual concepts of design and UX
- Deep understanding of the user-centric design process, including design thinking
- Strong understanding of research techniques, methodologies and analytics tools
- Strong knowledge of usability principles, experience designing and developing usability test plans and supervise testing sessions
- Solid understanding of Lean UX and Agile delivery methods and approach, determination to drive quality work to tight deadlines
- Experience with WordPress and other popular CMS systems
- Experience working in a remote teams
- Strong knowledge and hand coding knowledge in HTML, CSS and PHP, good understanding of UI, Bootstrap and other responsive framework and JavaScript, experience of working on responsive, web and mobile applications
- Experience of working on both B2B and B2C products and services
- Experience of working in an agile environment, acting as Scrum Master and Product Owner
- In-depth knowledge in professional video post production, editing and animation, especially in Avid Media Composer, Premiere Pro and After Effects

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AWARDS

2017 – Brunel One
Best Innovation in print

2011 – Envoy Award – Brunel Promotions
Best bespoke cover

2002 – RadioGroove (online radio)
Best digital project

2001 – RadioGroove (online radio)
Performance Marketing Award/Creative Marketing

1999 – Sub Bass Monster (album)
Platinum album, sound engineer (Warner/Magneoton)

1995 – Madonna / Bedtime stories (single, remix & album)
5x Platinum album, sound engineer (Maverick/Sire/Warner)
#3 US Billboard 200 • #40 US Billboard Hot 100 • #4 UK Singles Chart

1993 – Robin S – Show me love (single, remix & album)
Platinum album, sound engineer (Sony/Champion)
#3 US Billboard 200 • #5 US Billboard Hot 100 • #6 UK Singles Chart

1992 – Right Here – SWV (single/remix)
Platinum single, sound engineer (RCA Records)
#2 US Billboard Hot 100 • #6 UK Singles Chart

Gold records
1991 – Dolly Roll – Gondolsz–e majd rám (album)
1991 – Delhusa Gjon – Mindenem a farmerem (album)
1990 – Dolly Roll – Rég volt, szép volt (album)

ACTIVITIES

Chief composer at Music2Soul Youtube Channel
Visit channel

Lecturer at UX Guerrilla Academy
Visit UX academy

Co–author of "Kennedy files" screenplay
Visit website