

# Lexi Mossop.

## Service Designer | Transformation Consultant.

Bachelor of Design (Digital Media) with Distinction | RMIT University 2021.

www.leximossop.com → Case-Sensitive Password: **Project**

### Professional Experience.

#### EY - Senior Consultant | Business Transformation and Customer.

Nov 2021 - Current.

- Since commencement at EY as an intern, Lexi has been developing her skills as a hybrid designer / consultant, utilising the power of design thinking and customer-centricity to work with clients in a service and strategic designer capacity as they rapidly adapt to a changing landscape. She actively understands the importance of placing humans at the centre of a business' purpose, strategy and customer experience to respond to and embrace change.
- Key roles include:
  - Implementing robust customer and experience strategies across the transport, health and human services, and education sectors;
  - Enabling large-scale transformation, through cross-disciplinary teaming, to realise organisational objectives and improve operational efficiency;
  - Working with key program stakeholders to facilitate change adoption across impacted people within the organisation and externally; and
  - Responding with agility and quality to numerous styles of consulting work, beyond that of design.

#### UX Rescue - Volunteer UX Designer.

Aug 2021 - Dec 2021.

- Lexi worked with a global team of UX researchers and designers to improve the website experience for their core users, non-government organisations (NGO).
- Key roles include:
  - Conducting user interviews;
  - User research to support a marketing pivot, targeting the correct audience; and
  - Implementing design specifications to their website to reflect their rebrand.

#### RMIT Activator - LaunchHUB Pre-Acceleration Incubator.

May 2021 - Jul 2021.

- Lexi was part of the highly selective program where eight startups developed minimum viable products, showcased business acumen and committed to growth over twelve weeks, culminating in a pitch showcase to an audience of over 200 stakeholders from the higher education, start-up, and tech industries.
- Lexi's acceptance into the program was with an app prospect 'Sweeping Success' - a marketplace where children can complete chores, earn points and swap their unwanted toys and clothes with other children, creating a more sustainable future.

#### Wanngi - UX / UI Designer.

Jul 2020 - Dec 2020.

- Lexi started her design career at Wanngi, a health tracking app, where users can input their health information into one secure and accessible location for their ease of reference.
- Key roles include:
  - Prototyping prospective screens and wireframing app improvements;
  - Maintenance of their WordPress website; and
  - Marketing of Wanngi's brand to facilitate ongoing customer engagement and onboarding.