

VALERIA MAGYAR

CX/UX DESIGNER

valeriamagyar.com/ux

PROFILE

I have extensive experience in designing human centred digital solutions, especially in healthcare / social services, where service delivery will be even more dependent on digital solutions and innovations in the future. I have led UX and CX design projects with reputable organisations, with the goal of enhancing customer satisfaction and reaching business goals. I have worked with top-performing teams through all aspects of the design process from research through design and testing.

CERTIFICATIONS

Shillington College (Sydney)

2012

UX and Graphic Design

EDUCATION

University of Miskolc / Leuven (HU / BE)

2006

BA Cultural and Social Anthropology

SKILLS

- User research
 - CX Blueprints
 - UX Journey mapping
 - Wireframing / Prototyping
 - User testing
 - Stakeholder management
 - UI (Figma, Sketch, Adobe XD)
 - Mural / Miro
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CURRENT POSITION

CX / UX LEAD

eHealth

Oct 2021 - Present (3 yrs 2 mos)

Main responsibilities / projects within the ServiceNow program:

- **Health Outcomes and Patient Experience (HOPE) platform**
- **NSW school vaccination online consent portal**
- Facilitate design workshops, user research, and participate in requirement gathering alongside business analysts and the technical team.
- Interpret business requirements and analyse research and user data. Collaborate with stakeholders (business and technical) supporting both clinical and corporate products on the ServiceNow platform;
- Solve UX problems, negotiate and prioritise around time and budget constraints
- Develop wireframes and prototypes around customer needs
- Ensure UX /I UI alignment (NSW Digital Design system) across multiple solutions delivered on the ServiceNow Platform.

WORK EXPERIENCE

SENIOR UX / CX DESIGNER

Cochlear

Oct 2020 - Oct 2021

Online portal designed for clinicians

- Service Blueprint mapping (current and future state)
- CX activities, ecosystem mapping, focus on improving experience at all digital touch-points and throughout the whole customer journey
- Processes and root cause analysis, indicators and action plan for inefficiencies
- User journey mapping
- High fidelity wireframes and interactive prototypes (Abstract / Sketch / InVision)
- Design workshops, internal stakeholder interviews, information sessions about progress, issues, next steps, CVP
- Regular engagement of regional clinic representatives (EMEA / USA / APAC), shaping and planning sessions, backlog management
- Organising and conducting global team design alignment workshops to ensure consistency
- User research and sharing insights to uncover user problems
- Close collaboration with developers, UI and CSS reviews
- Design system / UI components library reviews
- User testing
- Leveraging healthcare experience to help inform product and UX strategy and to uplift the design thinking abilities of the broader team.

SENIOR UX / CX DESIGNER

Telstra Health

May 2020 - Oct 2020

Medication management solution for hospitals

- Guiding the entirety of the design process.
- Working with stakeholders, SMEs and customers (end users) to ensure the digital solutions achieve a high quality and consistent user experience
- Leveraging research insights to uncover user problems and potential solutions.
- Ongoing validation to ensure software solutions have optimum functionality and are user-friendly.
- Developing and document personas, wireframes, user stories, prototypes and information architecture.
- Managing and controlling UX design assets and artefacts throughout the life of a platform.
- Keeping stakeholders informed about progress, issues and what is being done to address them.
- Overview to ensure UX elements are consistent across platforms

WORK EXPERIENCE

SENIOR UX DESIGNER

InnoWell

Oct 2019 - May 2020

Digital health solutions to support mental health and wellbeing.

- Ecosystem mapping, user interviews and value proposition.
- Understanding pain- points of the different actors within the health service
- Identifying opportunities and matching digital solutions to different service areas.
- MVP, wireframing, high fidelity mockups and user testing
- Visual design and working on brand identity with the marketing team.
- Responsible for the development and delivery of the proposed design solutions, conducting QA, UAT and assisting in front-end / CSS reviews to ensure quality of the final products.

SENIOR UX DESIGNER

EML

Jun 2018 - May 2019

Digital solutions for managing workers insurance and injured workers compensation claims in Australia.

- Design of an online web application(EMpower) and deliver self-service capabilities to injured workers, brokers, and employers
- Ecosystem mapping: key functions and their activities that are involved in different service processes, their impact on the desired KPIs and the current and the future state of the process.
- Capture efficiencies for EML through increased automation & reduced processing time of claim info through integration with EML Claim Management Systems
- Value proposition: Explore internal and external areas and the benefit / impact of the design solution, defining values to different users in the ecosystem. Identifying target audience and defining segments through research.
- End to end user journey mapping and research: Understanding pain-points of the different actors within the claim journey, identifying opportunities and matching digital solutions to different service areas.
- Wireframing, high fidelity mockups and user testing: enhance the experience for existing and new customers using EMpower portal.

Please [visit my LinkedIn profile](#) if you need further work experience details

Work references available on request