

Jo Minnitt

I am passionate about online environments which change people's perspective of the web. I enjoy the challenge of designing for people with various lifestyles and behaviours, where I consider the bigger picture and work with people across the business to improve the customer's experience through every touchpoint. I have a thorough understanding of both technical and design practices, and am always keen to learn new techniques.

Channel 4 Reason Ltd Mar - May 2016

[Freelance]

A shorter contract to support the in-house design team on projects which required consideration and analytical thinking with the Product Owners. The Notifications and Search projects needed the current implementation understood along with current user issues, to prioritise and define features for the future.

- Storymapping workshoping
- Breaking down complex rules and proposing new, mapping to a proven user pain point

Channel4.com

Conde Nast Int. Style.com Jan - Oct 2015

[Freelance]

Working with a small team on an exciting new ecommerce site due to launch within the year, collaboration and efficiency were key. Creating light prototypes in agile streams with early user testing allowed everyone to learn and make changes to both functional and strategic designs and challenge assumptions across the business. Style.com will combine magazine articles and sell items mentioned directly from the brands. This unique strategy provides a huge opportunity to understand and design for the inspiration-to-purchase customer journey across many different product types and user groups, all of which I was involved in defining and designing.

- Prototyping to communicate requirements
- Sketching, diagrams and effective communication within a fast-paced agile team
- Positive attitude and team motivation

Style.com

Burberry Jul '10 - Jan 2015

As a global luxury brand, the customer is at the heart of the design process and their satisfaction with the service is crucial. Along with other projects, I designed the 2014 Burberry Festive experience, ensuring the experience was consistent across each touchpoint - including store merchandising, screens and the advert. I led the team on a number of large strategic projects, including a successful relaunch of the Heritage Trench Coat and the Chinese Tmall.

- Development of early concepts and digital strategy
- Highly detailed and clear specifications and prototypes
- Excellent communication and collaboration skills

Burberry.com

Associate Project
Manager, 1 year

Fortune Cookie

BA New Media
(Hons, Int.) 2:1

**Leeds University
UQ, Brisbane**

Full responsibility for planning, resourcing and managing a number of projects concurrently for multiple clients including Small Luxury Hotels of the World and Kenwood.

Producing an e-learning application for 5-6 year olds, I used an iterative design process to prototype and test within various classrooms. Studying in Australia for a year developed my creative and personal skills, studying photography and graphic design.