

Barbara Michael

Experience Designer

+60162012129

barbaramichael.com

barbaramichael@gmail.com

Skills

Product Management

Customer Experience Strategy

Service Design Methodology

Service Blueprinting & Journey Mapping

UX Management

UX Design, Wireframing & Prototyping

Content Design & UX Writing

User Research, User & Usability Testing

Change Management

Process Architecture & Optimization

Project Management

Education

Master of Business Administration (MBA)

2019 | Taylor's University

B.Sc. (Honours) Cognitive Science

2015 | Universiti Malaysia Sarawak

Additional Experience

Trainer

Feb 2023 | Axiata & Leaderonomics, for the AXIATA Foundation's Student Leadership Development Programme

Research Assistant

Jul – Oct 2018 | Taylor's Business School

Representative of Malaysia

Aug – Sep 2018 | Asia Europe Foundation (ASEF), for the 22nd ASEF Summer University

Side Jobs

Tailor & Thread Artist

Professional Home Organizer

Swedish Death Cleaning Specialist

Furniture Designer & Installer

Interior Renovation Contractor

Work Experience

Director of Experience & Design, Business Owner

Aug 2016 – Present | at MM Adventure Travel & Discovery

Service Design & Product Management

- Used service design methodology, service blueprinting & customer journey mapping, to guide the definition of product vision & strategy, to identify opportunities for improving customer & employee experiences, to guide the creation of the product roadmap & to guide the prioritization of new projects.

UX Management

- Aligned business strategy with customer experience goals, ensuring that company-wide KPIs were tied to UX success & customer satisfaction.
- Trained all customer facing employees in user interview & user testing methods, which enabled company-wide involvement in UX research efforts.

Customer Experience

- Improved the experience of planning holidays online by utilizing mental model research and the structured content design workflow to guide the redesign of the website's information architecture.
- Tripled lead conversion, from 30% to 90%, by redesigning the online booking flow, redefining the sales communication strategy, and by retraining travel consultants & tour guides, focusing on anticipatory communication.

Employee Experience

- Reduced task redundancy & improved company-wide process efficiency by creating and maintaining an omnichannel design system which has been used in 100% of design & development projects since its creation.

Mentoring & Training

- Created and managed an internship training program from 2017 to 2020, completing multiple intern training sessions in customer experience design, digital marketing, e-commerce & travel business management.

User Experience Designer, Front-end Developer

Jan 2015 – Jul 2016 | at MM Adventure Travel & Discovery

- Conducted the first UX audit on the company's website and online booking platform. Identified hundreds of design issues and proposed recommendations for improvements going forward.
- Completed the first redesign of the company's website, increasing site visits by 70%, reducing bounce rate by 4%, & increasing conversion by 10%.

e-Content Development Intern

Jul 2015 – Sep 2015 | at INTELLECT, Taylor's Education Group

- Developed interactive e-learning content, including instructional videos, animations, and digital classroom activities, for both in-person & online classes offered by Taylor's University.
- Led a project for an internal client, where I audited existing e-learning content, presented recommendations, and conducted training sessions for future implementation work, which aimed to improve student online learning experiences and increase student engagement.