



marie cheung

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SERVICE & UX DESIGNER

I am passionate about designing great services that work for the people who use and deliver them. I believe that we need to consider the holistic journey to design better services by connecting the products and people who deliver services with those who use them. I want to help make the world a better place by working with organisations to improve their services through a user-centred lens.

EXPERIENCE

Department for Work & Pensions (DWP), UK Government
Service Designer

Leeds, UK
Apr 2017 - Aug 2018

Supported over 15 services across the department in designing and understanding their services end-to-end and helped to break silos that enabled working across services working with digital, operations and policy. These services include bereavement, child maintenance, planning for retirement and many working age-related services. I organised events to help build the service design community within DWP, led service design training and co-created a policy design challenge workshop to help bring policy and design closer together.

Snook
Service & UX Designer

Glasgow, Scotland
Feb 2015 - Jan 2017

Worked with a variety of different clients in various industries and both public and private sectors in designing their services and working on improving their digital user experiences:

- **Wheatley Group:** Conducted user research over 8 weeks with current and future social housing customers to help inform their future housing strategies and policy. I designed user journeys and created a short film to highlight one of these journeys.
- **Aye Mind, NHS Greater Glasgow and Clyde:** Designed brand guidelines and logo, produced web wireframes & mockups and worked closely with developers to build the mental wellbeing platform using agile process. I supported co-design workshops with young people to understand how this platform could support their mental health.
- **Badgemaker, UFI Charitable Trust:** Worked with Borders College to co-design an open source Open Badges plugin with their admin team, lecturers and learners, to be embedded into their existing Moodle website. I facilitated workshops to design the journey with all stakeholders, produced wireframes and ran usability tests.

Simon Fraser University Library
Junior Graphic & Web Designer

Burnaby, BC, Canada
Feb 2014 - Feb 2015

- Worked with multiple departments from all three campuses on print and web-based projects including a complete re-branding and photography for the Student Learning Commons, designing posters and digital signage for various services and programs, logo development, and maintaining and updating library web pages.



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Giant Ant Intern

Vancouver, BC, Canada
Sept - Dec 2013

- Improved their client login page and overall client service experience by bringing in the service design practice.
- Conducted interviews, sent out surveys, facilitated an experience mapping workshop, and designed experience maps and a service blueprint as tools they could utilize to see their opportunities and next steps to improve their customer experience.
- Provided internal support such as designing their employee handbook, creating graphics, helping with social media strategy, and reviewing film edits.

School of Interactive Arts & Technology Communications & Strategic Engagement Assistant

Surrey, BC, Canada
May - Aug 2013

- Developed student recruitment strategies such as a Viewbook design for prospective students and contacting high school feeder schools on visiting guest lecture series.
- Led and executed marketing and communications for SIAT's 10th Anniversary celebrations, and the SIAT brand as a whole through designs and research.
- Supported the migration of SIAT's website into the new university-wide template.
- Designed 8 videos to promote SIAT within 12 weeks.

Faculty of Communication, Art and Technology Communications Assistant

Burnaby, BC, Canada
Jan - Aug 2011

Organized the inaugural FCAT Undergraduate Research Conference, which brought together over 75 attendees of students, staff, and faculty members from all over Canada. I also raised awareness of the faculty using through their website, social media, photography, film, and written content that highlighted events, students, faculty, and staff.

EDUCATION

Simon Fraser University (Vancouver, Canada)

2008-2014

Bachelor of Arts (GPA 3.34)

School of Interactive Arts and Technology (SIAT) and Communication Joint Major

Digital and Print Publishing Minor

Malmö University (Sweden)

Jan 2012 to June 2012

Studied Interaction Design