



PORTFOLIO

REI PAKI

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STRATEGY & DESIGN FOR HUMANS

Human-centred designer and design thinking lead; design practice founder and thought leader.

My skills cut across strategy, design, software development and implementation. While I'm often tech-focused, I employ a generalist design approach that often requires solutions that don't involve technology.

I have experience in a range of industries including banking and finance, insurance, sustainability, health and medical, retail, telecommunications, manufacturing, technology and online gaming - across large corporations, SMEs and start-ups.

Design is not a value in itself. It must demonstrate and deliver value to businesses and customers, otherwise it falls short of its promise.

FACTORY SOUND

REBRAND AND RELAUNCH

I supported Factory Sound to assist in redesigning and relaunching the industry-renowned business' website, from creating their design system, to supporting operational workflows, my experience in all facets and design and design ops helped them achieve a successful outcome under new ownership.

Visit factorysound.com

The screenshot shows the Factory Sound website homepage. At the top, there is a navigation bar with links for 'SHOP NOW', 'BRANDS', and 'INSTALL SERVICES', along with the 'FACTORY SOUND' logo and search, cart, and user icons. The main hero section features a Sennheiser EW-DX EM 4 DANTE receiver with the headline 'Professional Workflow, Simplified.' and a 'LEARN MORE' button. Below this is a section titled 'ONLY THE BEST WILL DO' with the text 'The world's leading audio brands in one place.' and the Sennheiser logo. A 'SEE ALL BRANDS' button is also present. The middle section is a grid of eight product categories: MICROPHONES, SPEAKERS & AMPLIFIERS, HEADPHONES & HEADSETS, STUDIO & RECORDING, MIXERS & PROCESSING, LIGHTING, AUDIOVISUAL & INTEGRATION, and CABLES & CONNECTORS. The bottom section is titled 'SHOP New Products' with the tagline 'The tools to bring your vision to life.' and a 'SEE ALL PRODUCTS' button.

THE CHANGEABLE

THE IDEAS SHAPING OUR FUTURE

The Changeable is a podcast and a way of approaching the world:

What are the skills and mindsets we require to be ready and able to change?

I've been building up recordings and getting ready to launch.

Learn more at thechangeable.co



FOLKLORE & UQIES

COMMUNITY MENTOR

I was invited to be the introductory course presenter and mentor for Folklore Venture's Design Chapter.

Folklore is a VC fund and incubator and more info can be found at folklore.vc

I was also asked to be a mentor to the University of Queensland's Innovation and Entrepreneurship Society, guiding their teams through design sprints.



HELLO HUMAN

DESIGN LEADER

I worked with founder James Cooke to refine the value proposition and internal methodology of an innovation consultancy.

Using the Human Method, Hello Human creates the solutions for tomorrow showing pathways for growth and value through research, rapid ideation, prototyping and delivery.

Human

WHO WE ARE

WHAT WE DO

Problems Solved. For Good

We're a passionate group of innovators,
and engineers crafting sustainable experiences
for
Tomorrow

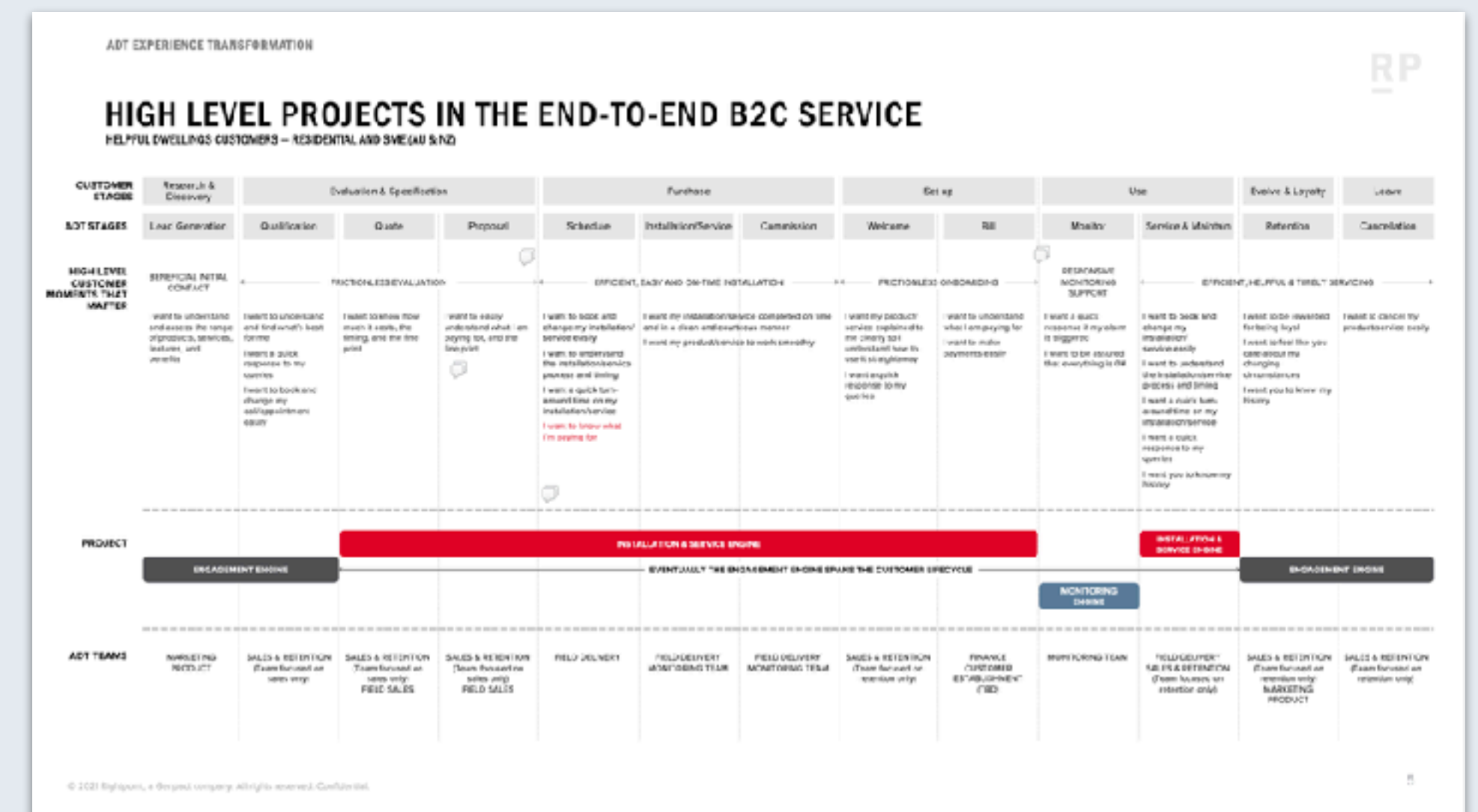
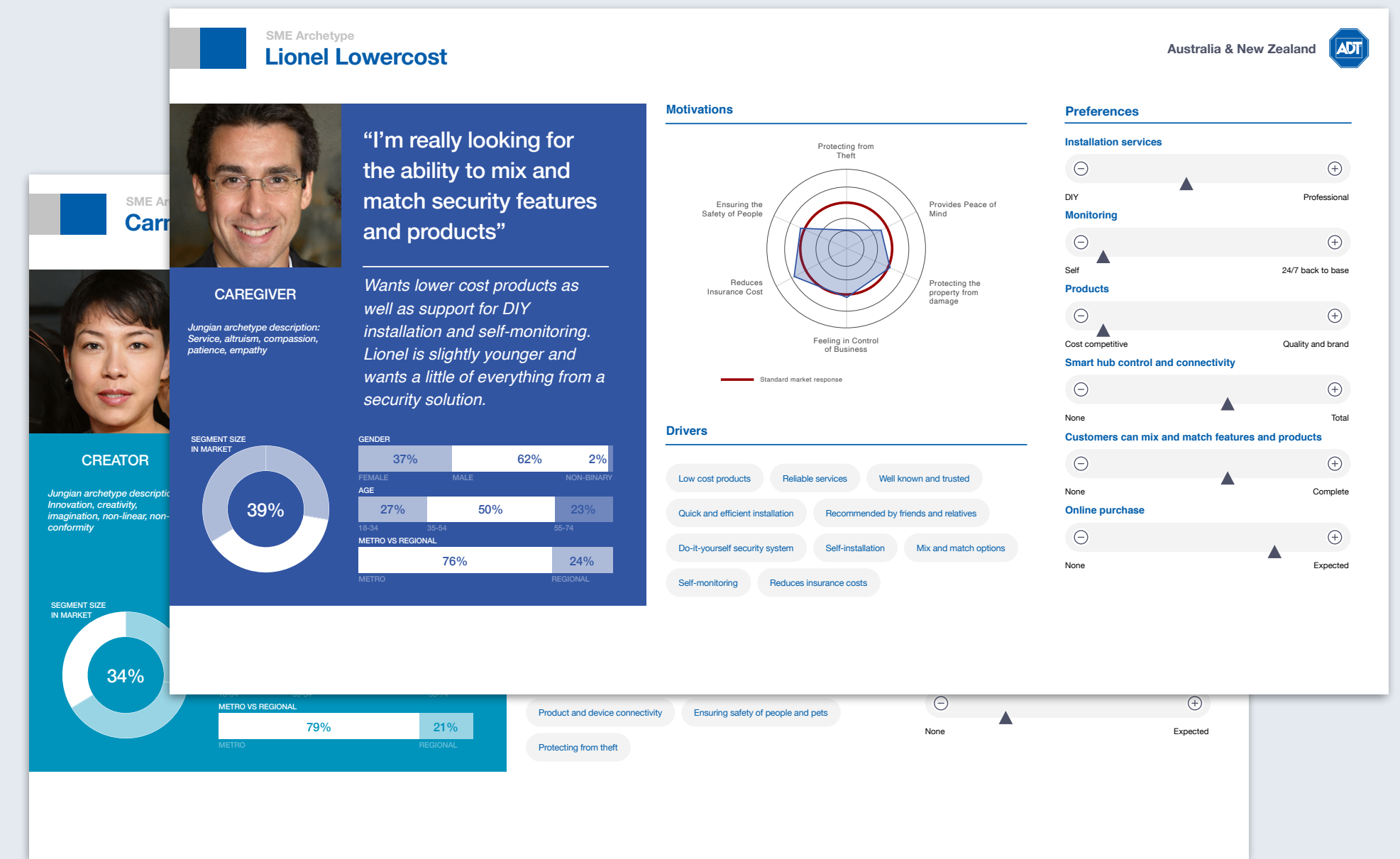


ADT

BUSINESS TRANSFORMATION

Working with ADT Asia Pacific, we undertook a multi-disciplinary approach to change that outlines three key business engines, seven initial customer archetypes and 27 key customer jobs to be done.

These were illustrated through a service blueprint, an initiative backlog and a product and service roadmap, ready for implementation.



LLOYD'S OF LONDON

REDESIGNING CLAIMS EXPERIENCE

Working in conjunction with Lloyd's of London, the Lloyd's Market Authority and seven global insurers, we articulated the future of Delegated Authority claims and the blueprint to implementation.

Through (virtual) workshops and co-design activities across three continents we developed the roadmap to future state that is currently being implemented inside Lloyd's.



LLOYD'S

Market Participant Experience
Monthly standing order to replenish loss funds

Market participant experience | How it feels for solution users

TPA/Coverholder
"I don't worry about not having enough money in my loss funds and urgent cash calls are rare."

Managing Agent
"I have a better overview of loss funds and confidence in the size of loss funds being right"

Create new loss fund → Receive standing order → Monthly BDX process → Quarterly BDX reconciliation → Adjust standing order

1st January, Susanne the MA sets up a new loss fund for TPA-Co. She predicts the likely monthly claims payments and sets up a standing order amount to replenish the loss fund.

15th February, TPA-Co submits their BDX for January. At the same time, the standing order is deposited in the loss fund.

BDXs each month get processed through as a non-cash transaction so that appropriate records are kept throughout the process.

Every quarter, MA-Co reconciles their loss funds to balance out variations that occur over the course of the preceding three months.

Also each quarter, Susanne adjusts the standing order and loss fund level in line with the reconciliation and observed trends.

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Classification: Confidential

Functional analysis Overview

Archetype
Delegated Authority Broker
Gary
"Brokers knowing their books of business is never a bad thing"

Representative characteristics
Function: Works with coverholders to help them secure capacity to classify, underwrite and broking them through the process as required. He also works on portfolio underwriting with the team with updates on portfolio performance.
Succeeds when: Respects a broker's knowledge of the expertise, understands and appreciates the value he brings to the process, and provides information in usable, comparable formats. The underwriting and broking processes run smoothly, and he builds and sustains relationships.
Bio: Gary has been in the industry for six years, predominantly working as a Delegated Authority Broker and an underwriting underwriter in American commercial property.

Tools
Alo
Sales CRM

Preferred channels
1. Face to face
2. Email
3. Video & teleconference

Ecosystem
The Broker

Key journeys
Getting covered - Delegated Authority

Key painpoints
Manual information gathering and input
Use of data/multimedia
Risk and built between parties

Benefits
New process: Work with regular or track underwriting
Software system: Greater ease
Reduce the time to process: Work with data calls
Increased coverage



Blueprint 2 is available at: <https://futureat.lloyds.com/lloyds-blueprint-two.pdf>

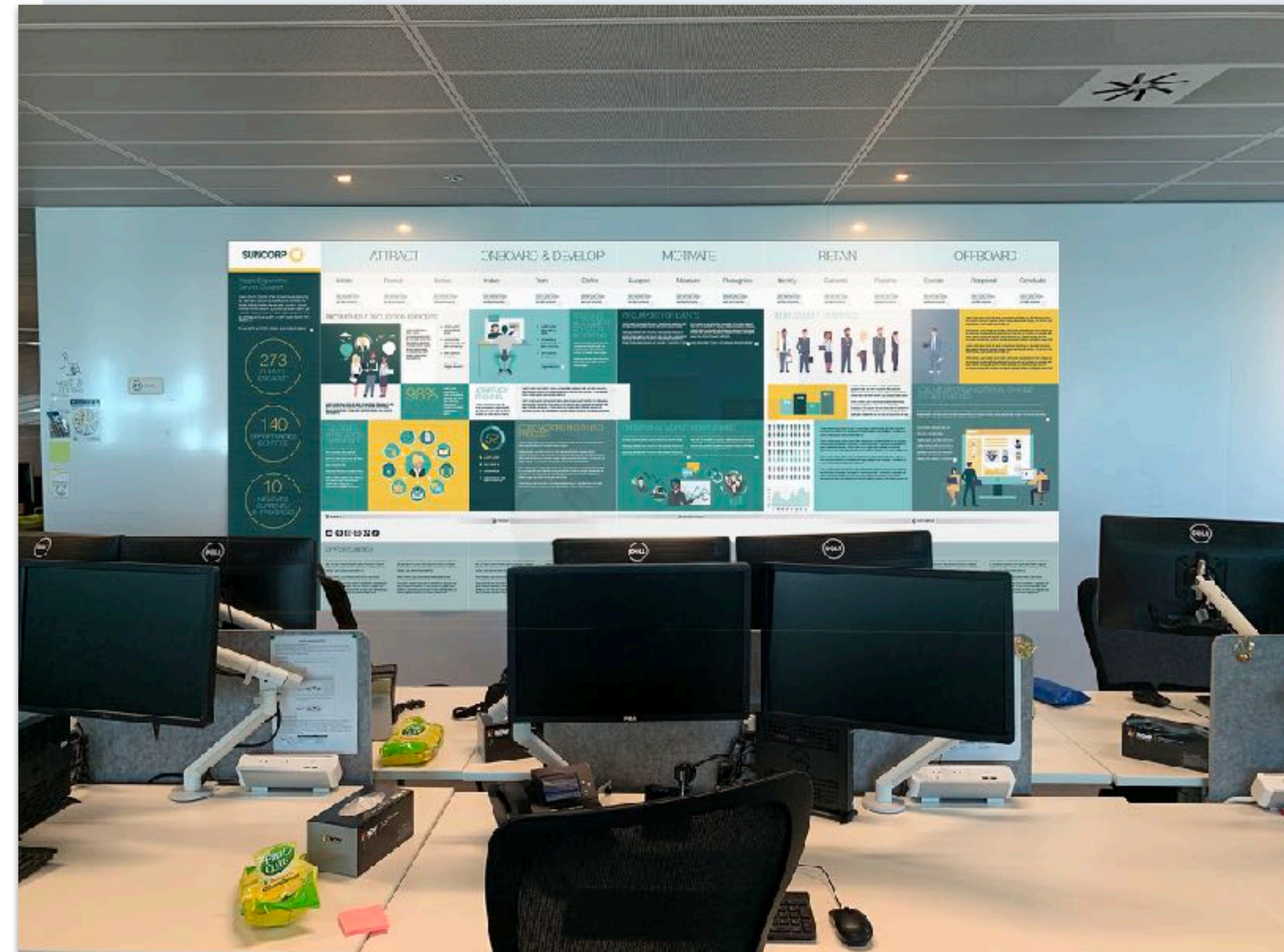
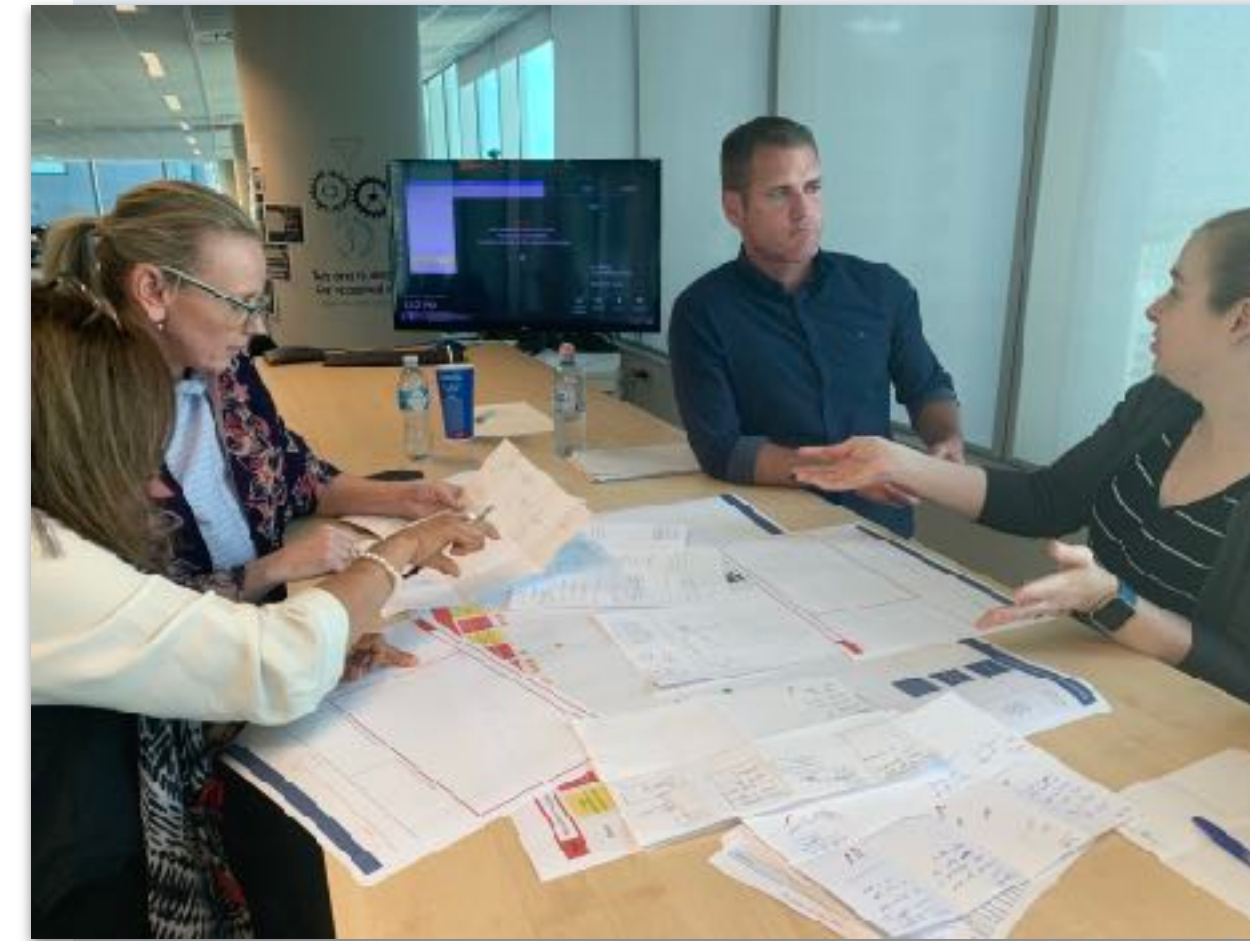


SUNCORP

BLUEPRINTING EMPLOYEE EXPERIENCE

Working with multiple EGMs in People Experience, we took a design-enabled view of people for Suncorp Group.

Documenting how their services supported the employee lifecycle was just the beginning. We implemented a co-design transformation backlog and future leader training program to embed design thinking capability into the broader team.



MEDICAL DIRECTOR

DESIGN-LED TRANSFORMATION

How do you infuse a 20 year old business with the energy and mindset of a start up? The answer: it's really, really hard.

We built a 20-person design and product team that worked across product development ideation, marketing and software engineering.

We used a blueprint approach to outline how our software impacts the world and worked directly with doctors to improve it.

2016-2018



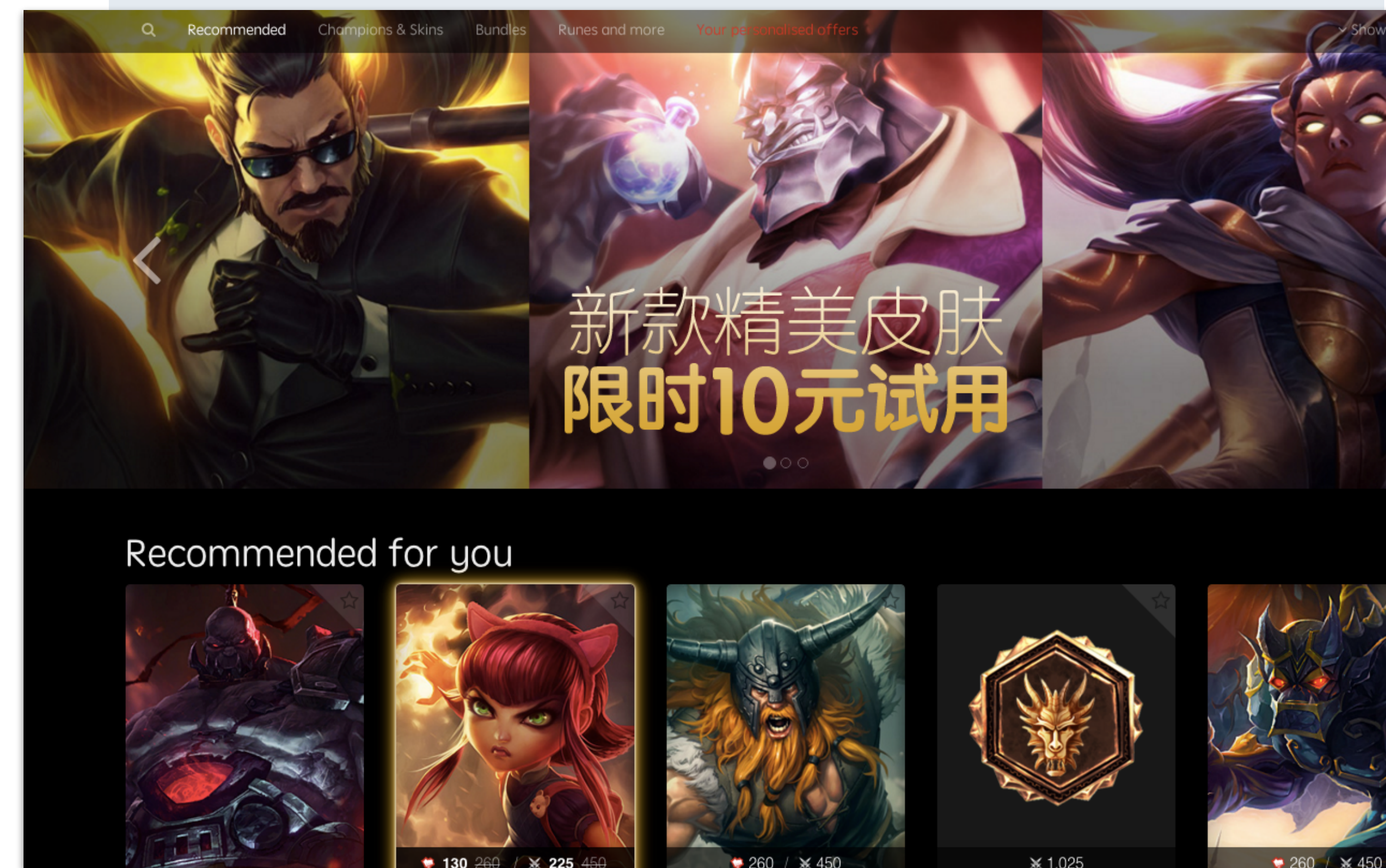
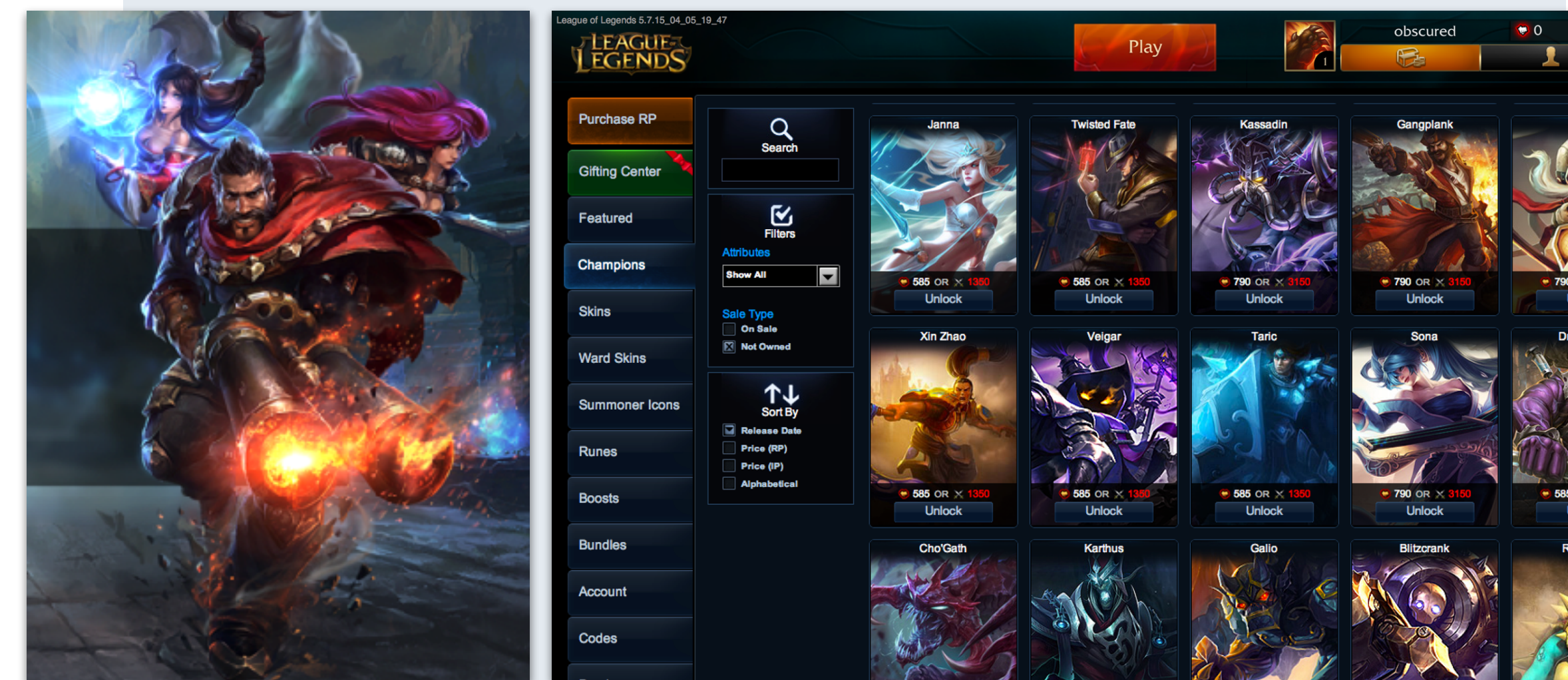
RIOT GAMES

DESIGN AT SCALE

Just your run of the mill in-game store. For over 8 million players every day. In Mandarin.

We immersed ourselves in League of Legends in Hong Kong and mainland China, hanging out with gamers for input and feedback. And we worked with the Riot team to create the backlog to improve experience and store revenue.

New functionality went online in China in 2015.



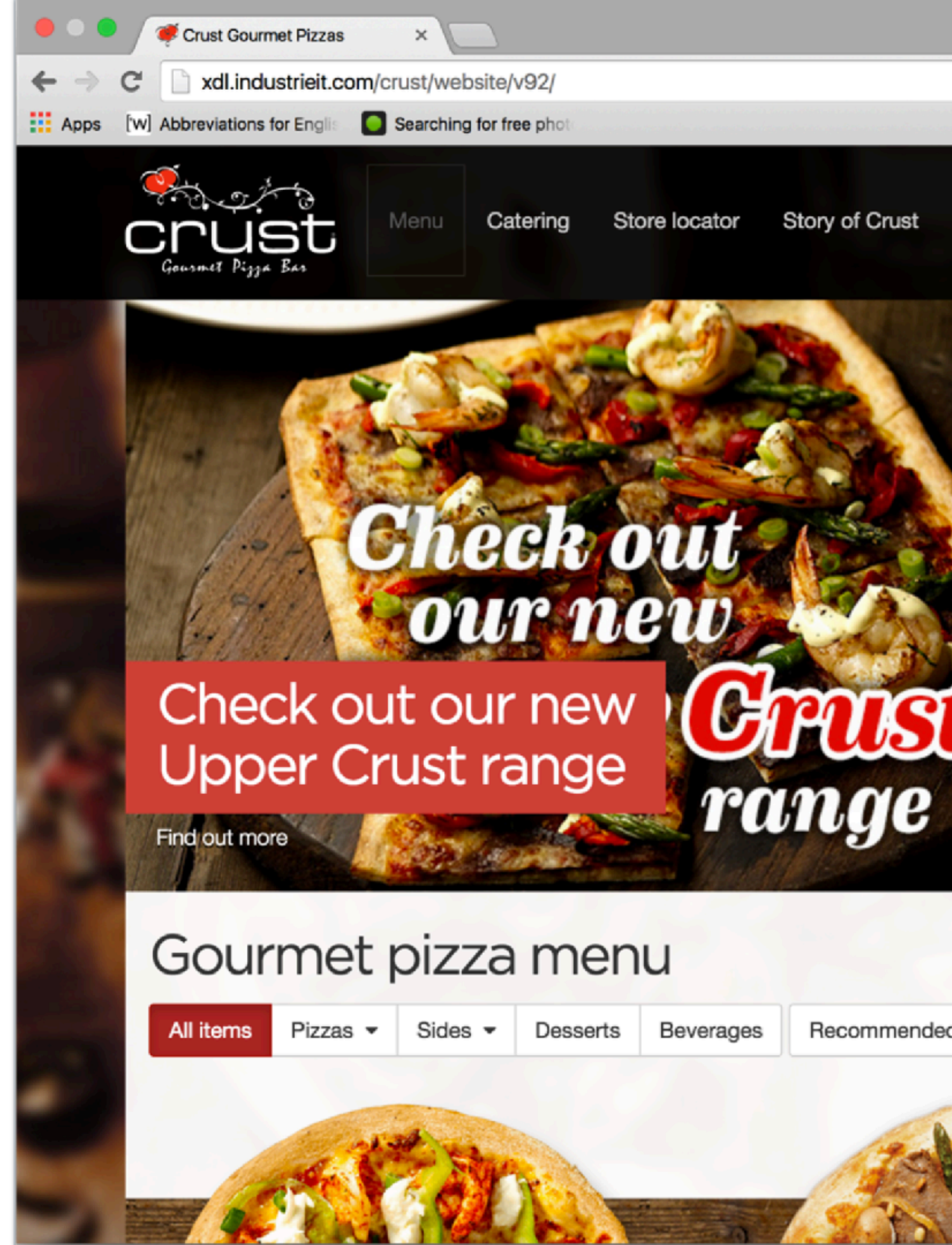
Before and after (below)...

CRUST PIZZA

PIZZA BOXES MIGHT BE CARDBOARD BUT PIZZA WEBSITES DON'T HAVE TO BE

Based on existing analytics, they would gain an additional \$1 million per month from abandoned orders across all stores. I worked with RFG & Crust Pizza to create a simplified order experience from selecting items to payment.

This was confirmed after two months, reducing user frustration and dramatically improving Crust's bottom line.



AUSSIE

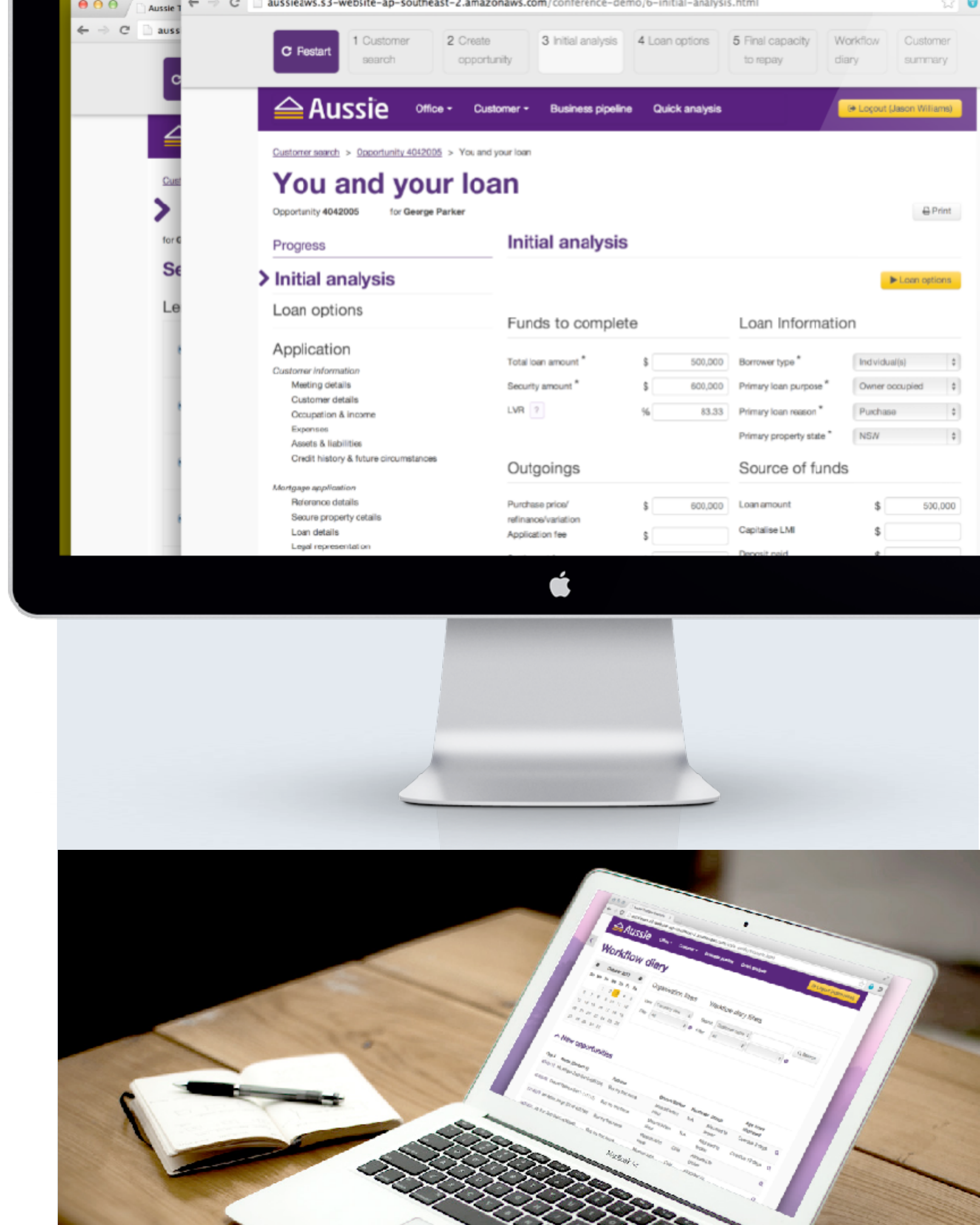
**MAKING BROKERS LOOK GOOD
AND CLIENTS FEEL GOOD**

Getting a home loan has always been a hassle.

**Aussie took a novel approach and thought:
Wouldn't it be great to create an interface that
brokers would enjoy and also be proud to
show and share with their clients?**

**Testing and implementation showed
improvements in use and customer feedback.**

2013-2014



MACQUARIE BANK

DEVELOPING MOBILE EXPERIENCE FOR ONE OF AUSTRALIA'S MOST INNOVATIVE BANKS

I worked with Macquarie Bank in the early days of their retail bank development with a focus on mobile experience.

I researched, designed and validated the initial mobile strategy for transaction accounts, home loans and credit card applications.



FFA

INTRODUCING MOBILE DEVELOPMENT FOR A-LEAGUE AND THE SOCCEROOS

As lead mobile experience designer I undertook user research across the country, developed the designs in conjunction with both Optus Media and FFA teams, and then worked with developers to create the app in just six weeks for iOS and Android.

On launch it was one of the highest rated apps on the Australian app store.

