

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 factoriesound.com

The screenshot shows the homepage of the Factory Sound website. At the top right, there's a search bar and user icons. The main navigation menu includes 'SHOP NOW ▾', 'BRANDS', 'INSTALL SERVICES', and the 'FACTORY SOUND' logo. A prominent feature is a large product image for the 'SENNHEISER EW-DX EM 4 DANTE' receiver, described as a four-channel digital full-rack (19") receiver with internal PSU and Dante® for use with Evolution Wireless Digital handheld, bodypack and tablestand transmitters. Below the product image is a blue 'LEARN MORE' button. To the right of the product image, the Sennheiser logo and slogan 'ONLY THE BEST WILL DO' are displayed, along with a statement that Factory Sound offers only the highest quality products by the best global brands. A 'SEE ALL BRANDS' button is also present. The main content area features a grid of eight product categories: MICROPHONES, SPEAKERS & AMPLIFIERS, HEADPHONES & HEADSETS, STUDIO & RECORDING, MIXERS & PROCESSING, LIGHTING, AUDIOVISUAL & INTEGRATION, and CABLES & CONNECTORS. Each category has a representative image and a title. At the bottom, there's a 'SHOP' section for 'New Products' with a 'SEE ALL PRODUCTS' button, and a footer note: 'The tools to bring your vision to life.'

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 Entreprenuership 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.

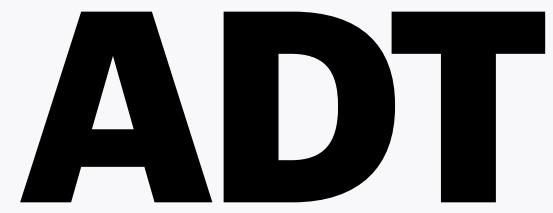
Using the Human Method, Hello Human creates the solutions for tomorrow showing pathways for growth and value through research, rapid ideation, prototyping and delivery.



Problems Solved. For Good

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

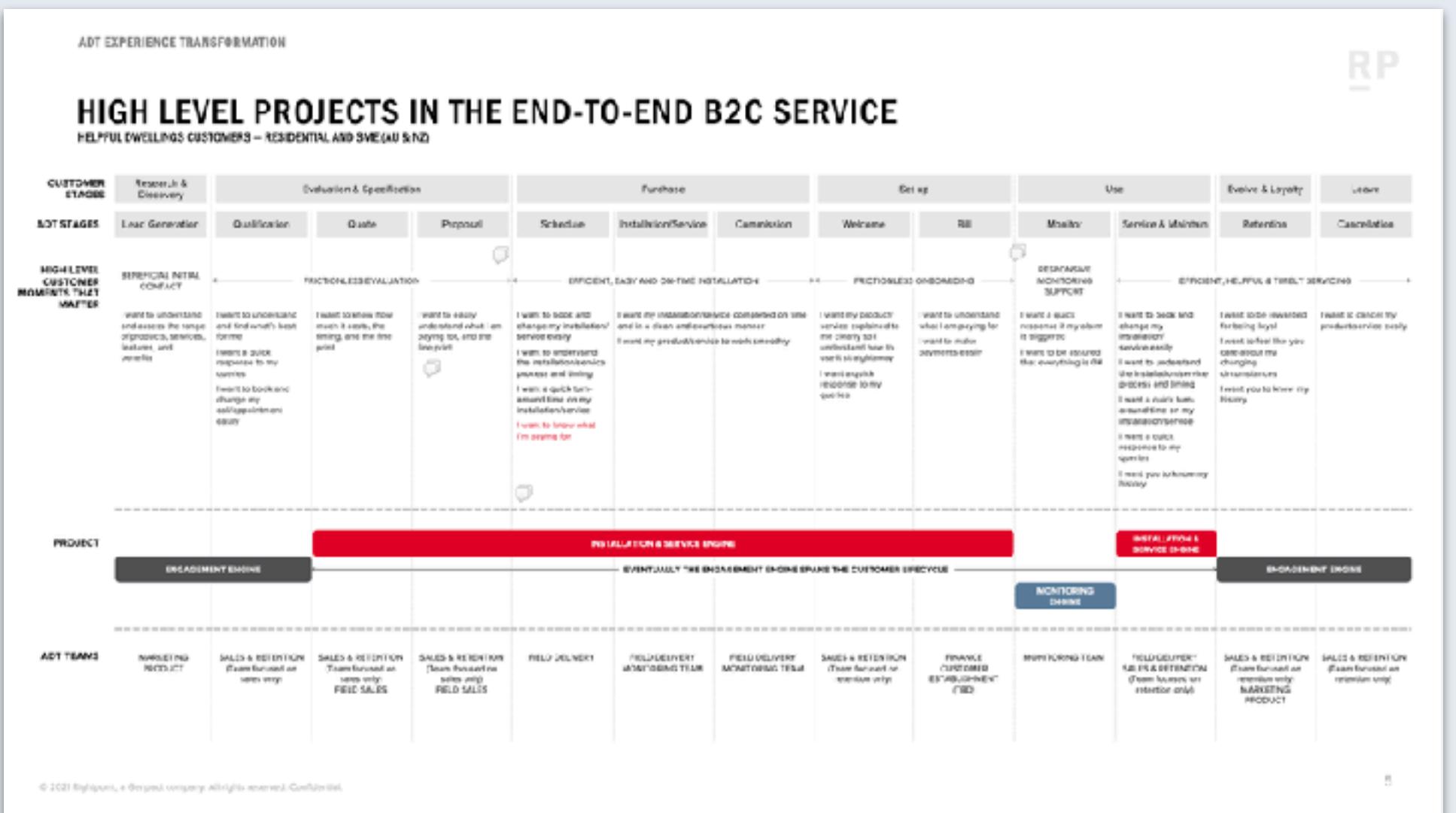
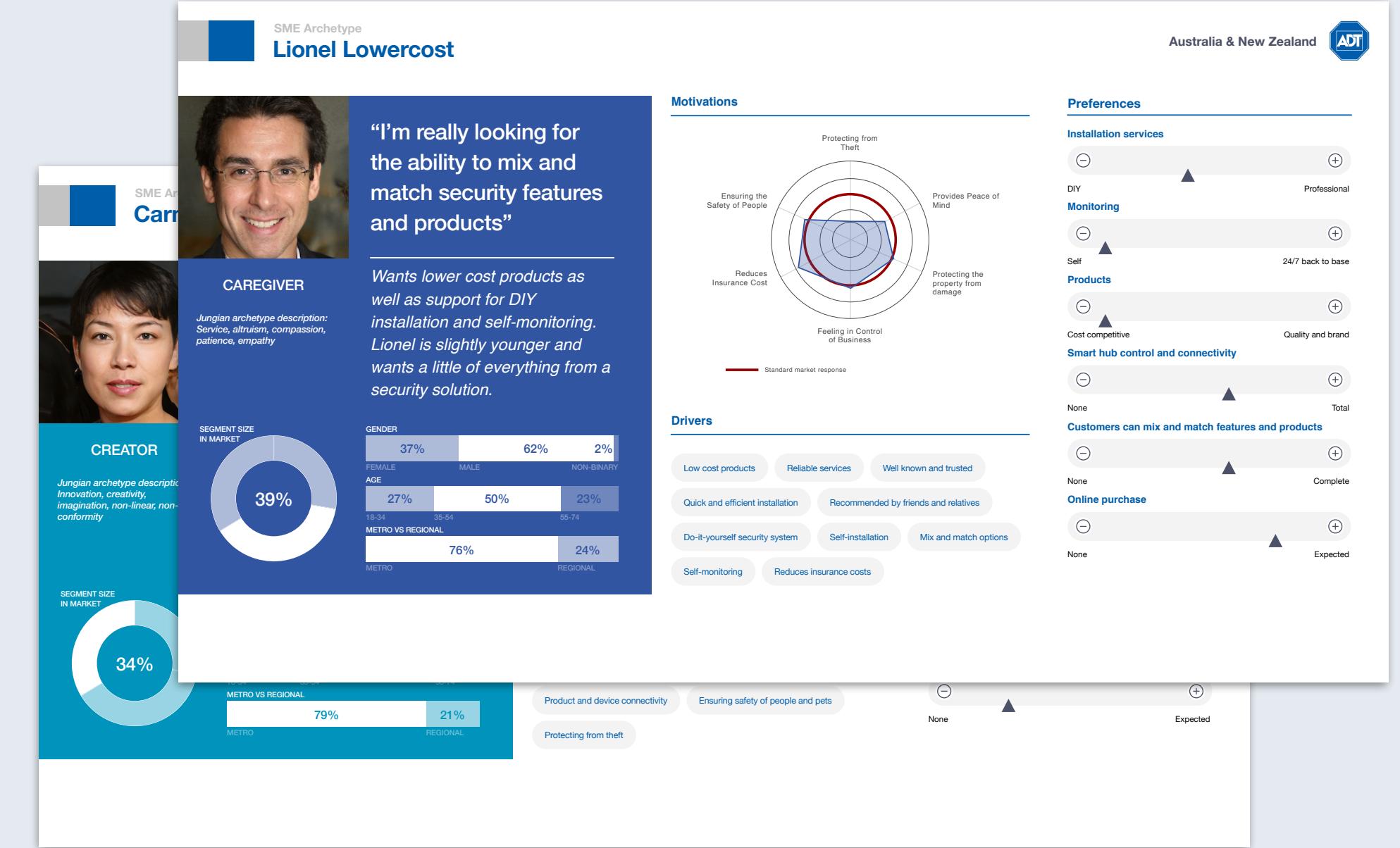




BUSINESS TRANSFORMATION

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
D
Market Participant Experience
Monthly standing order to replenish loss funds

Market participant experience | How it feels for solution users

TPA/Co overholder: "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."

Process & Overview

1st January: Susanne the MA sets up a new loss fund for TPA-Co. She predicts the likely monthly claims payments and adds 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.

Classification: Confidential

Professional archetype Overview

Aratype: Delegated Authority Broker

Representative characteristics:

- Gary: "Brokers knowing their books of business is never a bad thing!"
- Gary has been in this industry for six years, previously working as a Delegated Authority Broker and an analyst focusing on North American commercial property.

Ecosystem:

Key journeys:

Success when:

Key painpoints:

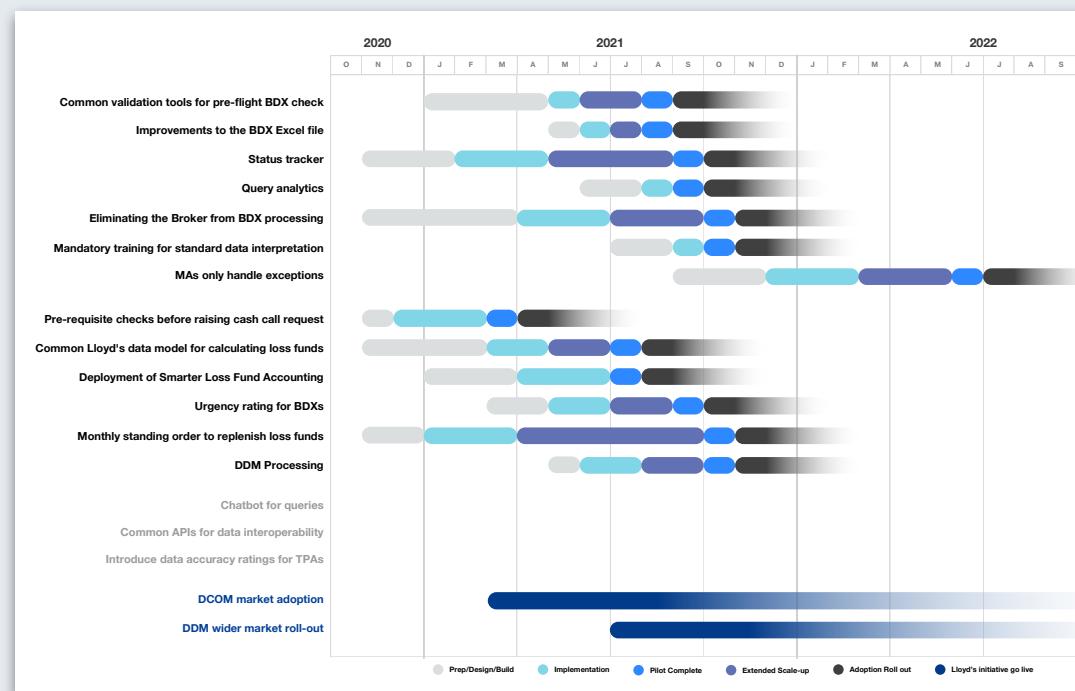
Tools: Axis, Bill, GAGE

Preferred channels: 1. Face-to-face, 2. Email, 3. Audio & videoconference

The Future at Lloyd's

Blueprint Two
Sharing risk for a braver world.

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

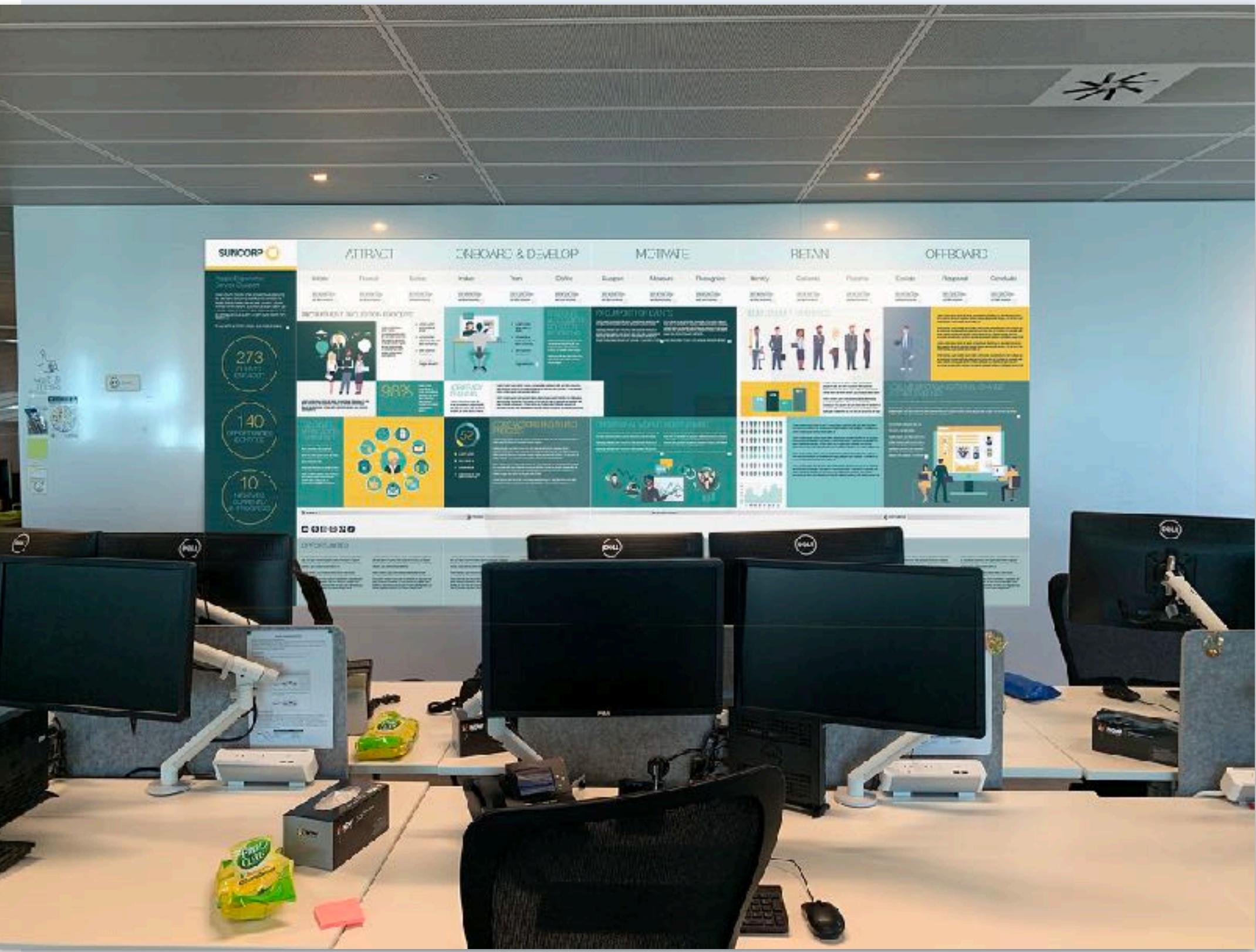
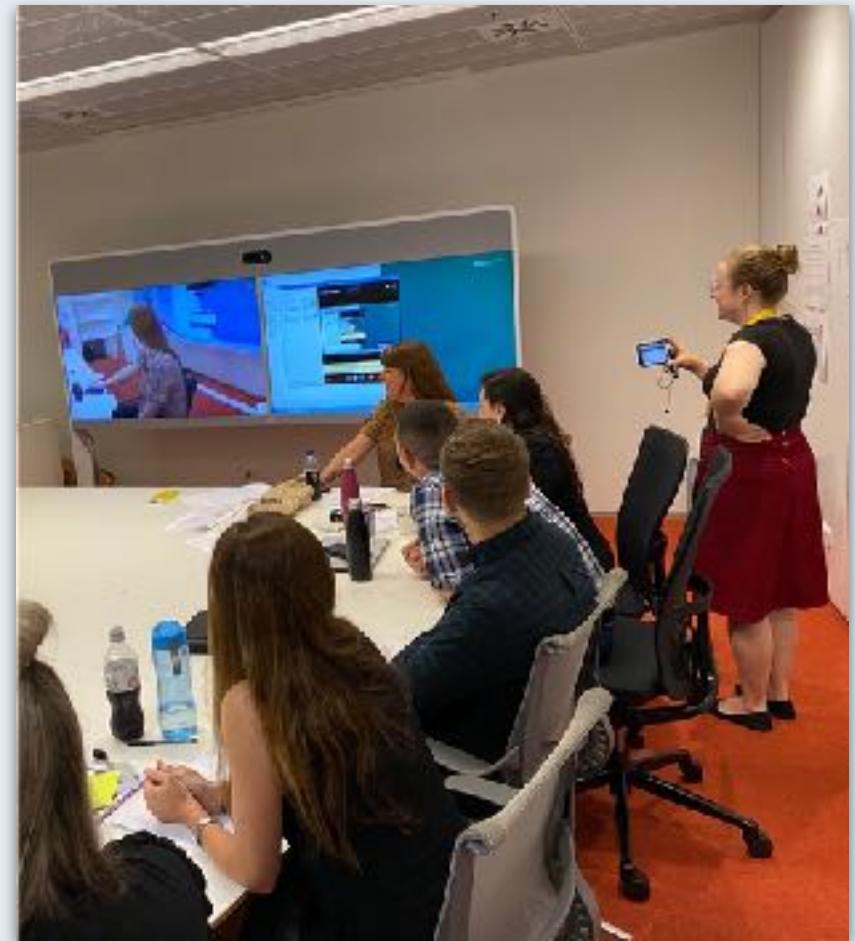
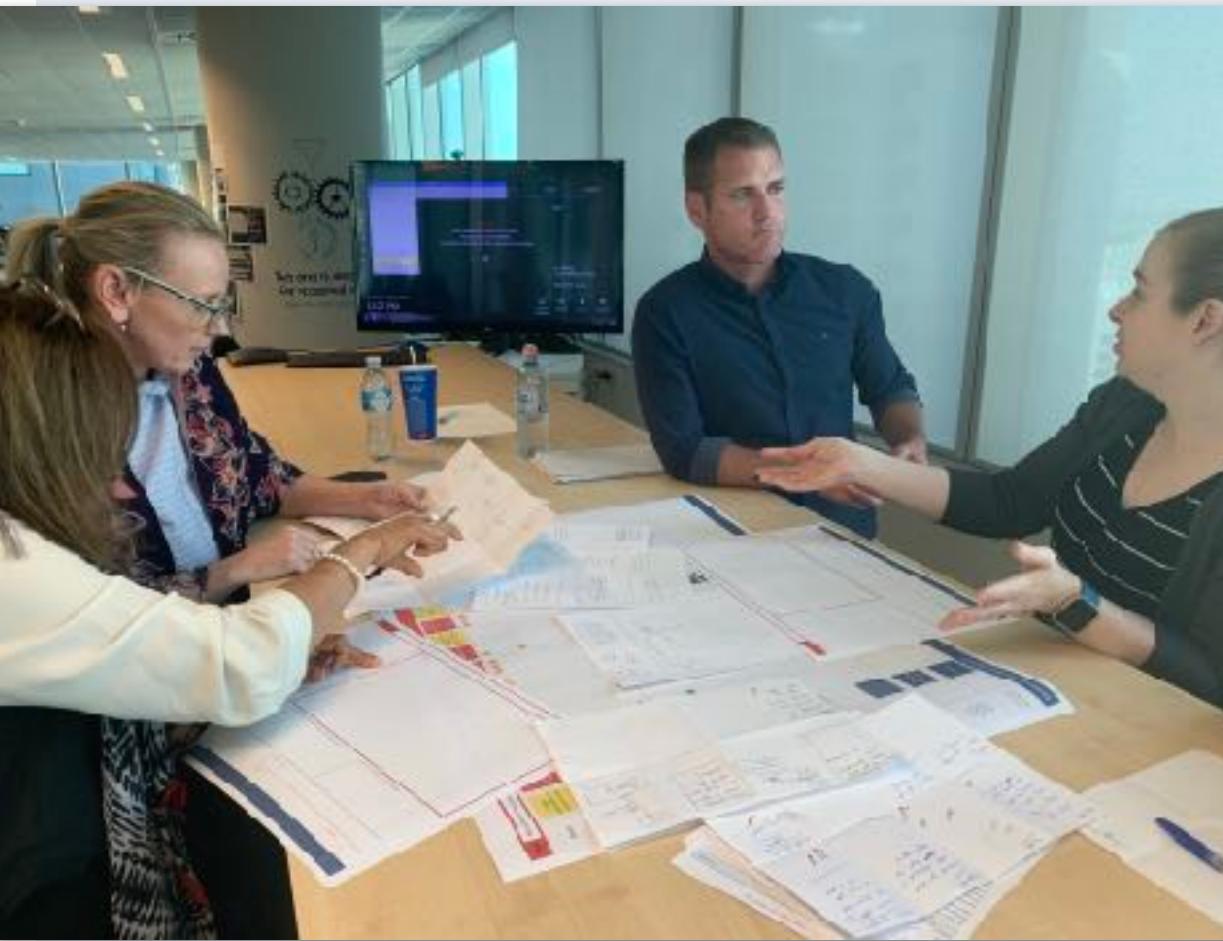


SUNCORP

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.



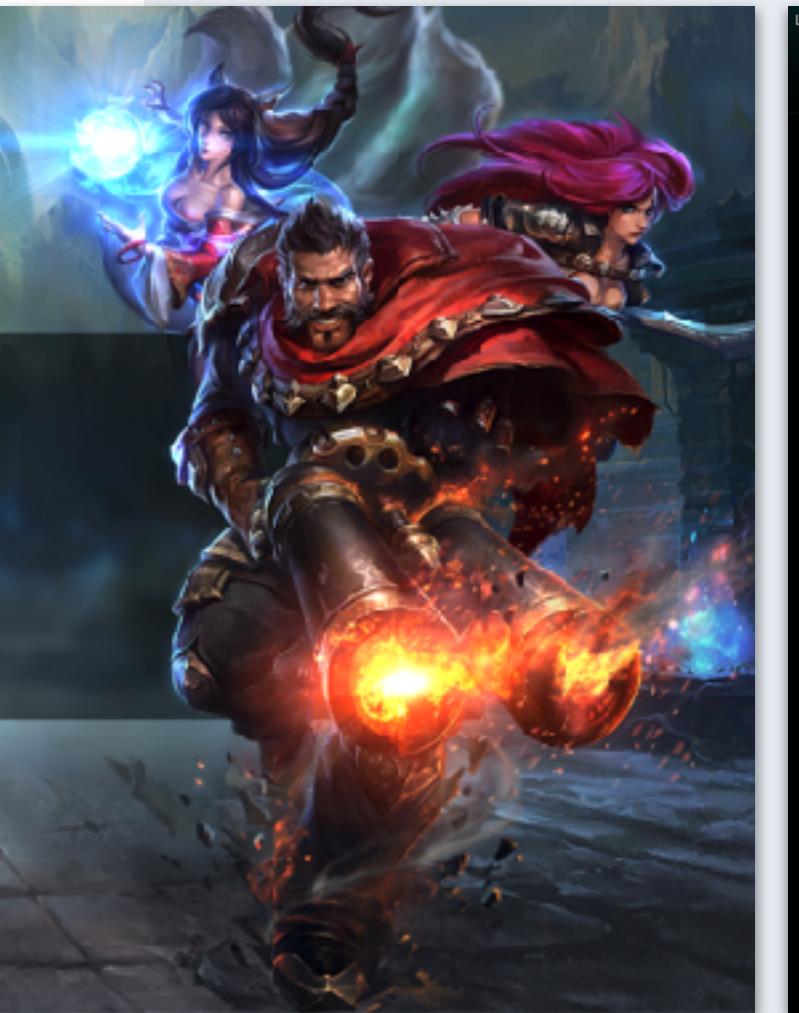
RIOT GAMES

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.



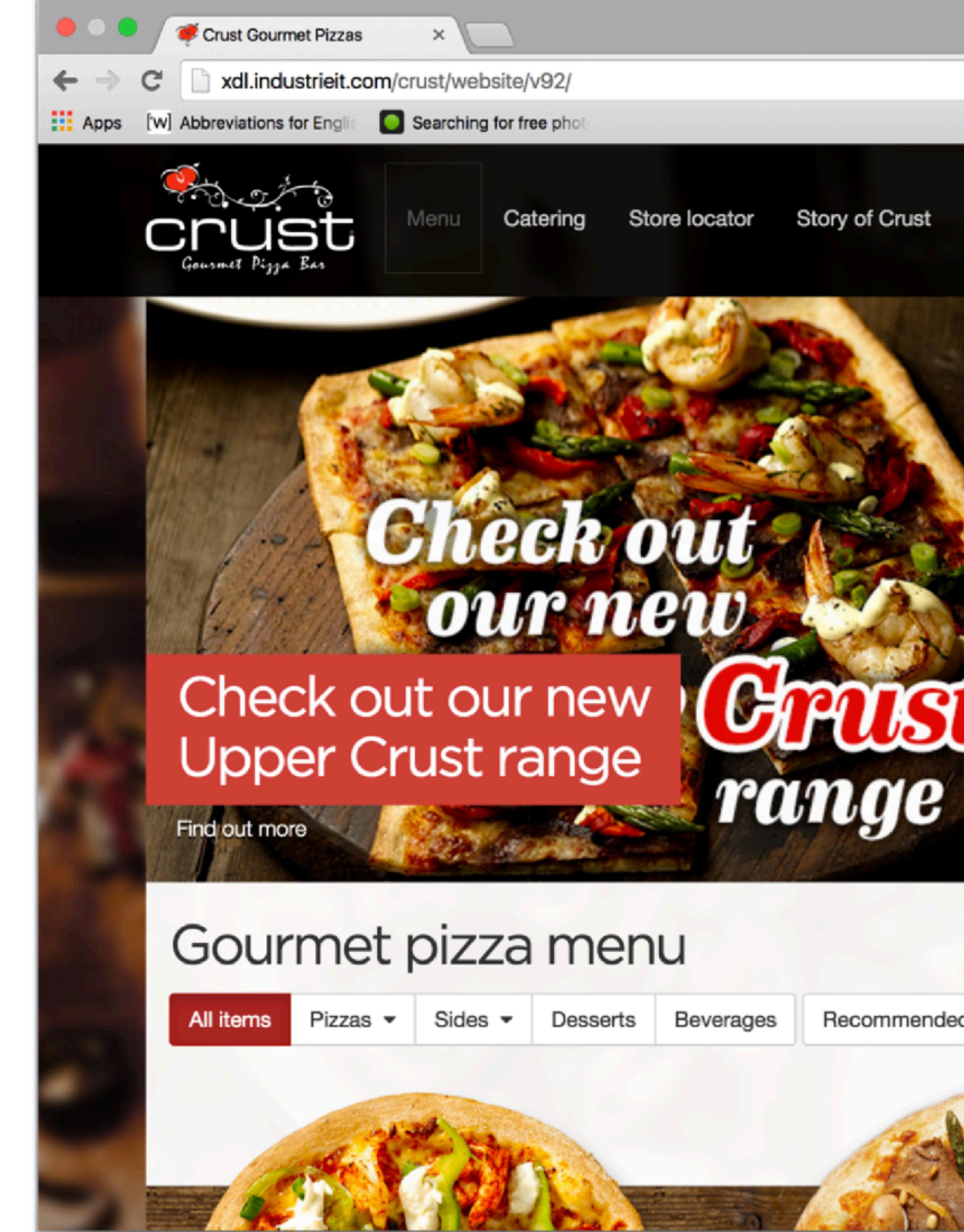
Before and after (below)...

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

The screenshot shows a software application window titled 'Customer search > Opportunity 4042005 > You and your loan'. The main title is 'You and your loan' for Opportunity 4042005, which is for George Parker. There are two tabs: 'Progress' and 'Initial analysis', with 'Initial analysis' being the active tab. Under 'Initial analysis', there are sections for 'Loan options', 'Funds to complete', and 'Loan information'. The 'Loan options' section includes fields for 'Total loan amount' (\$500,000), 'Borrower type' (Individual(s)), 'Security amount' (\$600,000), 'Primary loan purpose' (Owner occupied), 'LVR' (83.33%), 'Primary loan reason' (Purchase), and 'Primary property state' (NSW). The 'Funds to complete' section includes fields for 'Purchase price/refinance/variation' (\$600,000) and 'Capitalise LMI' (\$0). The 'Loan information' section includes fields for 'Loan amount' (\$500,000) and 'Deposit paid' (\$0). On the left side of the interface, there is a sidebar with various icons and sections like 'Customer search', 'Opportunities', 'Leads', and 'Tasks'.



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.





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.

