

Rei Paki

Design Leadership | Digital Transformation | Operations | CDO | COO

I create value by using design to optimise products, services and organisations. While I consider things at scale, I also respect design detail down to the pixel.

Achievements

Lloyd's of London Blueprint 2

The Future at Lloyd's program was created to bring the 335-year-old insurance market into modernity by focusing on Horizon 2 and 3 strategies fit for pragmatic transformation. Blueprint 2 outlines the North Star for how disintermediated claims processes worldwide would be optimised and enabled.

I led roadmap development for Delegated Authority claims, research and ideation, and gathering feedback and validation. Four key solution streams are documented in [Blueprint 2](#) (link) and comprise the roadmap forward.

Suncorp Group Workforce Experience Transformation

Suncorp Group People Experience recognised the need to strengthen its workforce experience to meet the needs of a changing world, both for employees, as well as its collection brands. This was an opportunity to connect stakeholder's strategic goals with optimised internal processes and a vastly improved experience for staff.

I led the Group-wide program, documenting ideal-state experiences from recruitment to off-boarding. During the engagement, we identified more than 300 change initiatives, across teams in Australia, New Zealand and the Philippines. These initiatives empowered teams to boost effectiveness, foster innovation and increase their speed of change.

MedicalDirector Helix Go-To-Market

Owned by Affinity Equity Partners, MedicalDirector needed to finalise and launch their cloud-based practice management platform, Helix, to ensure ongoing viability of the business.

I led the completion of Helix for product launch by updating products and realigning internal teams, creating distinct brands for the business and products, and developing the internal design and product capability across software development and delivery, customer support and marketing.

Recent Experience

Advisor and Consultant

The Changeable, Sydney, Australia – Current

ADVISING STARTUPS, AND SUPPORTING ORGANISATIONS ON TARGETED PROJECTS.

HIGHLIGHTS

- Designed and launched factorysound.com e-commerce platform after acquisition by a new ownership group.
- Advising early stage start-up in the digital IP protection space on product-market fit, pitch preparation and messaging.

Chief Operating Officer

Hello Human (innovation consultancy), Sydney, Australia – March 2022 - September 2023

BUSINESS DEVELOPMENT AND TEAM MANAGEMENT, WHILE ACTIVELY CONSULTING IN SUSTAINABILITY AND DATA GOVERNANCE.

HIGHLIGHTS

- Worked with founder and team to refine business value proposition for agile-minded and human-focused innovation consultancy.
- Macquarie Bank Data: Facilitating change in data governance experience – Introduced robust research, prototyping and validation methods speeding up the development lifecycle for data tooling by up to 50%.
- Nutrien: Implementing Sustainability Innovation – Facilitated the kick-off and inception of a unique sustainability program with primary producers to drive research, ideas and products to market.

Director, Service Design

Rightpoint (A Genpact company), Sydney, Australia – May 2018 - February 2022

CONNECTING STRATEGIC INNOVATION AND PROCESS OPTIMISATION TO DELIVER MORE HOLISTIC, BALANCED AND VALUABLE OUTCOMES.

HIGHLIGHTS

- Lloyd's of London: Defining future business model with Blueprint 2 – Led future strategy to reimagine and transform Delegated Authority claims processes across the globe.
- Toyota Finance Australia: Dealer finance reimaged – Implemented operational blueprinting with a focus on supporting new business models and optimising internal processes in dealer finance.
- Suncorp Group: Optimising workforce experience through holistic innovation – Comprehensive program to understand the current state of people, processes and systems to identify opportunities for initiating new ways of collaboration and problem-solving, increasing workflow efficiencies and speed of service.
- ADT: Customer Research to drive new product development – Articulated customer archetypes to drive DIY security services products as core to market discovery, based on extensive qualitative market research.
- Macquarie Bank RMG: Design thinking in Risk & Compliance – Introduced design thinking workshops to jump-start problem-solving on how risk and compliance teams might better connect to, and engage with, the business.
- Allianz: Facilitating expertise in claims transformation – Optimised components of the claims process across liability, motor and property insurance, combining process analysis and HCD methods.

Head of Design and Product

MedicalDirector (MedTech), Sydney, Australia – October 2016 - April 2018

DESIGNING AND BUILDING NEXT-GEN DIGITAL HEALTH PRODUCTS WHILE FACILITATING BROADER ORGANISATIONAL TRANSFORMATION.

HIGHLIGHTS

- Oversaw launch of Helix, a cloud-based Practice Management and Clinical product for primary care.
- Led design and creation of new brand identities for MedicalDirector and child product brands.
- Blueprinted primary health workflow to prioritise work against strategic horizons and identify partner opportunities.
- Recruited and managed 20+ design and product team focused on SaaS and on-prem products, information services and research and innovation.
- Developed iterative research approach to inform product development and validate functionality, as well as learn directly from customers.

Human-Centred Design Consultant

Trineo (Tech platform developer), Sydney, Australia and Boulder, CO, USA – May 2016 - October 2016

DESIGNING AND BUILDING DIGITAL TRANSFORMATION OF ON-MOUNTAIN GUEST EXPERIENCE FOR ALTERRA MOUNTAIN COMPANY.

HIGHLIGHTS

- Facilitating guest research with season pass holders in Colorado.
- Designed and developed flows to support digital and in-person onboarding, specific on-mountain use cases and pass recharging.
- Worked with developers and vendors to assess and mitigate challenges in implementation including freezing temperatures, loss of network, and damaged passes.

Director of Design and Partner

Industrie & Co (Software development), Sydney, Australia – November 2011 - April 2016

SOLVING KEY BUSINESS CHALLENGES ACROSS AUSTRALIA AND HONG KONG USING DATA, HUMAN-CENTRED DESIGN AND TECHNOLOGY.

HIGHLIGHTS

- Introduced multidisciplinary solution teams, ultimately transforming the offering and go-to-market message.
- Designed and implemented new branding company-wide.
- Conducted research across the Chinese gaming community in support of creating an in-game e-commerce store for League of Legends.
- Championed a data-centric approach to online ordering, with one change to the order processing Crust increased their orders by \$1 million per month across their stores.
- Focused on broker experience, we helped Aussie optimise their broker toolkit to measurably improve engagement and satisfied customers.

Principal Digital and Design Consultant

Salience (Digital consulting), Sydney, Australia – November 2003 - 2012

SUPPORTING AND ENABLING DIGITAL PROJECTS IN MEDIA, TELECOMS, AND DIGITAL LEARNING ALONGSIDE THE EXPLOSIVE INTRODUCTION AND ADOPTION OF MODERN MOBILE DEVICES.

HIGHLIGHTS

- Optus Digital: Mobile app development in Entertainment (Optus TV), Sport (Football Federation of Australia) and Smart Homes (in association with Cisco), where I was Design Lead.
- Multiple creative agencies: User experience and design for web development and creative campaigns with agencies including MercerBell, Lowe, Ideaworks, and Tribal DDB.
- Facilitated training for budding designers using Adobe's Creative Suite. My focus was Photoshop, Illustrator, InDesign and web development.
- EDS: Led the global instructional design and development team to deliver education programs for CBA, GM (USA) and DHS (UK).
- BMW: Executive Producer, Digital – Responsible for all digital production and media liaison for campaigns, web collateral and landing pages.

Education

Master of Interactive Media

University of Technology, Sydney, Australia – 2000-2002

Bachelor of Arts in Communication

University of Canberra, Australia – 1993-1995

Media

The Changeable

Podcast – 2023

Podcast about the big ideas shaping the future. Learn more at thechangeable.co.

Communities

University of Queensland Innovation and Entrepreneurship Society, Brisbane, Australia – 2023

AWS Start-up Basketball Community, Sydney, Australia – 2023

Folklore Design Chapter, Sydney, Australia – 2022-

First Nations Affiliation

Maori

Ngati Kahungunu