

Zef Fugaz / UX Director

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I solve business problems, direct UX design teams and cultivate solutions that engage customers, grow loyalty and boost satisfaction.

Leadership Experience

At **Powershop** (2013-2015) I directed a multi award-winning team of nine designers including customer researchers, product designers and graphic designers. In addition I oversaw our engagements with design agencies and contractors. My responsibilities included a seat at the executive reporting directly to the Board of Directors, customer engagement strategy, design strategy, recruitment, budgets, people management and the delivery of design initiatives and deliverables.

At **Provoke Solutions** (2004-2008) I directed a team of 10 UX specialists. At the time this was the largest UX team in New Zealand, and they continue today as leaders in their field. My responsibilities included sales, recruitment, staff training, mentoring, revenue-streams and achieving targets for the team unit.

Skills

Management

Team Leadership, People Management, Customer Experience Champion, Business Strategy, Brand Management

Strategy

Customer Experience Vision, Roadmapping, Customer Engagement Strategy, Digital Strategy, Product CX Strategy, Content Strategy, Measurement, Journey Mapping, User Experience, Experience Design, User-Centered Design

Practitioner

Interaction Design, Information Architecture, Information Design, User Interface Design, Paper Prototyping, Web Design, User Research, User Experience Design, Usability Testing, Persona, Usability, Wireframes, Idea Generation, Accessibility, Card Sorting, Gestural Interfaces

Other

Agile Methodologies, Mobile Applications, E-commerce, A/B Testing, CMS, Online Marketing

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Success Stories

Powershop (energy retailer)

- NPS (Net Promoter Score): The benchmark for energy retailers as a whole is -40. Powershop's NPS score is a stunning +45 (2015).
- Powershop's customer satisfaction rating from Consumer NZ has been over 90% for five years running.
- Powershop's outstanding customer experience has attracted the attention of big energy retailers around the world, and is now preparing to launch in the UK.

Fast, Fresh & Tasty (iOS recipe app)

- The app reached number one in the New Zealand app store within hours of release, and has reappeared there many times since.
- Customers are using the app 13 times a month to decide what's for dinner tonight.
- Engagement of the app has not waned over the four years it has been in market.

Fly Buys (loyalty rewards programme)

- In the months following a redesign, visits to the site increased by 150%.
- In addition users were spending longer on the site, with 40% of users staying six minutes or more per visit.
- Independent research showed that users were having a satisfactory experience during their visit and were prepared to explore the information and services on offer.
- There was a dramatic increase in users viewing rewards, members requesting rewards, and new users becoming Fly Buys members.

Full case studies available on request.

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Employment

2013 - present: Head of Design, Powershop - Wellington, NZ

2008 - 2013: Experience Design Lead, Click Suite - Wellington, NZ

2004 - 2008: Experience Design Manager, Provoke Solutions - Wellington, NZ

1999 - 2004: Senior UX Consultant, Fronde- Wellington, NZ

1999 - 1999: Creative Director, Spunkmedia - Wellington, NZ

1997 - 1999: Senior Creative, CWA New Media - Wellington, NZ

1992 - 1997: Producer, Radio One 91FM - Dunedin, NZ

1992 - 1997: Creative Director, Vidmark Productions - Dunedin, NZ

1992 - Present : Strategy & Design, Zefamedia - Dunedin/Wellington, NZ. Sydney, Australia

1988 - 1991: Assistant Editor, Tearaway Press - Dunedin, NZ

Awards (selection)

2015: New Zealand International Business Awards - Winner, Excellence in Design (Powershop)

2014: Premier's Design Awards (Australia) - Best in Category, Communication Design (Think Ahead Exhibition, Scienceworks, Museums Victoria)

2013: W3 International Academy of Visual Arts (USA) - Silver (Cheers, The Tomorrow Project)

2012: Best Design Awards - Gold (HIKO: Legends carved in light)

2010: The ONYAs – Winner, Best Content (Personal) for zefamedia.com blog

2008: Nielson Norman Group 2008 Intranet Design Awards – Winner (Ministry of Transport)

2007: FullCodePress – Winner Trans-Tasman Challenge (User Experience Lead)

1999: Wellington Fringe Film Festival. Gathering Documentary – Winner Best Film

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Education (selection)

New Zealand Broadcasting School: Bachelor of Broadcasting and Communications (Screen & Television Production)

Cooper U: Interaction Design Practicum

Personal Interests

- Ecology
- Cycling
- Rock climbing
- Hiking
- Kayaking
- Electronic music
- Writing