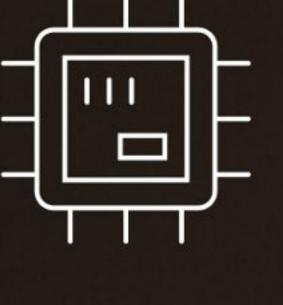
Manu Vallyon UI/UX Product Designer

I work with innovators to build empathetic products that people love.



Prototyping & Ideation



AI & Smart Devices



Geospatial & AR Tools



UX Audits &
Design Systems



Ask Nicely

Ask Nicely is a customer empathy platform based in Auckland and Portland, leveraging NPS to help companies better understand and learn from their customers.

My role as senior UX designer focused on customer dashboards, a conversational UI with complex metadata and workflow requirements and gamification of the mobile app experience. Ask Nicely was awarded 'Emerging Company of the Year' in 2019.

UI/UX design, prototyping & design systems. Tools included Figma, Sketch, Slack, Jira and InVision.







Andrew Lindblom



It is a little complicated for someone who doesn't use it often. When you have limited time it can be hard to watch or read training documents so having a page wizard is always helpful.

London. Just Now

Michele Cuchra

@brightmetrics.com



I was previously using CSAT through Zendesk, which is very limited in terms of what the customer's response options are (Good/Bad). Giving our customers the ability to select a rating on a 0-10 scale has given us a much more granular view and score of how our customers rate our service.

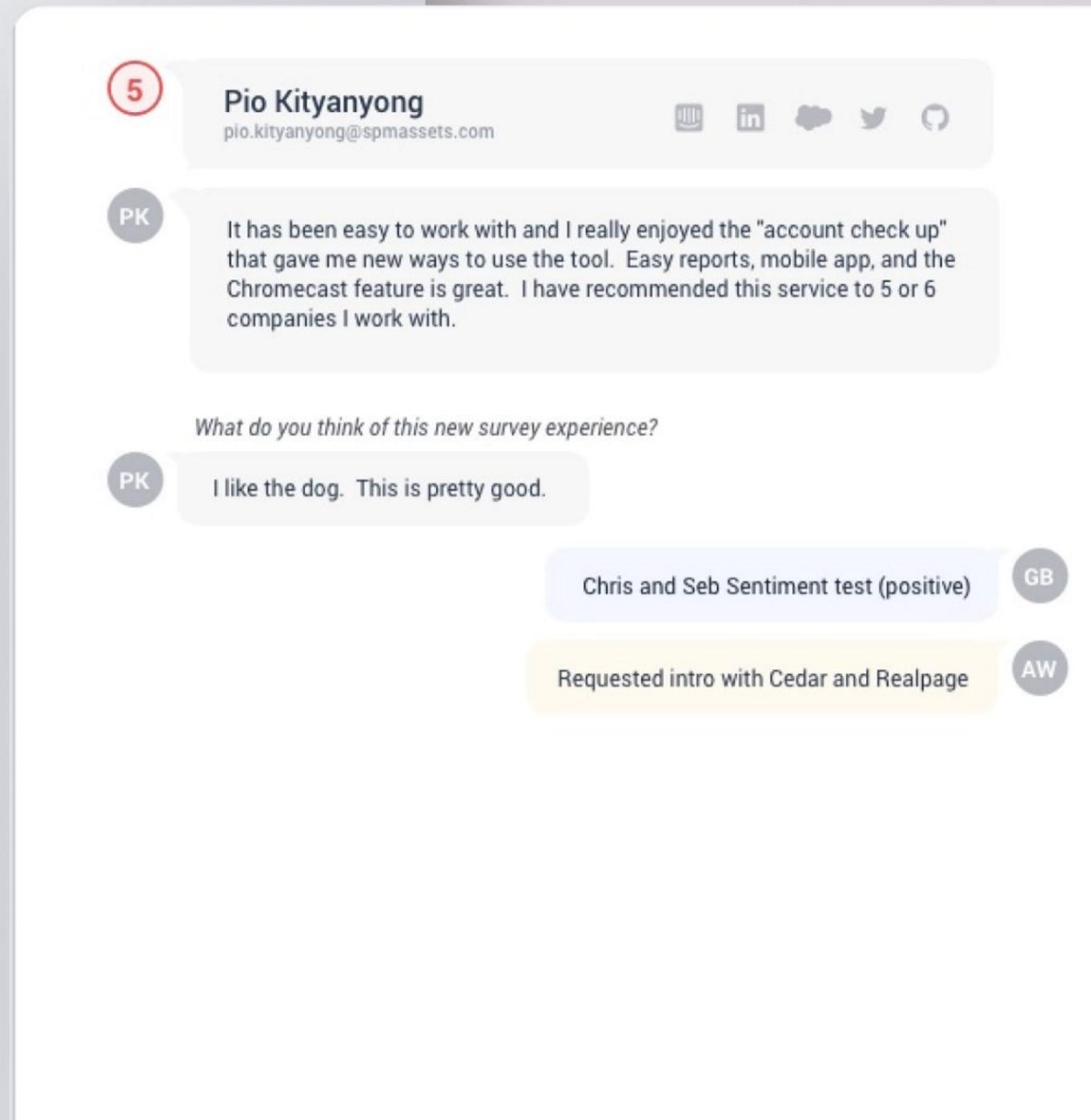
New York. 24 mins ago

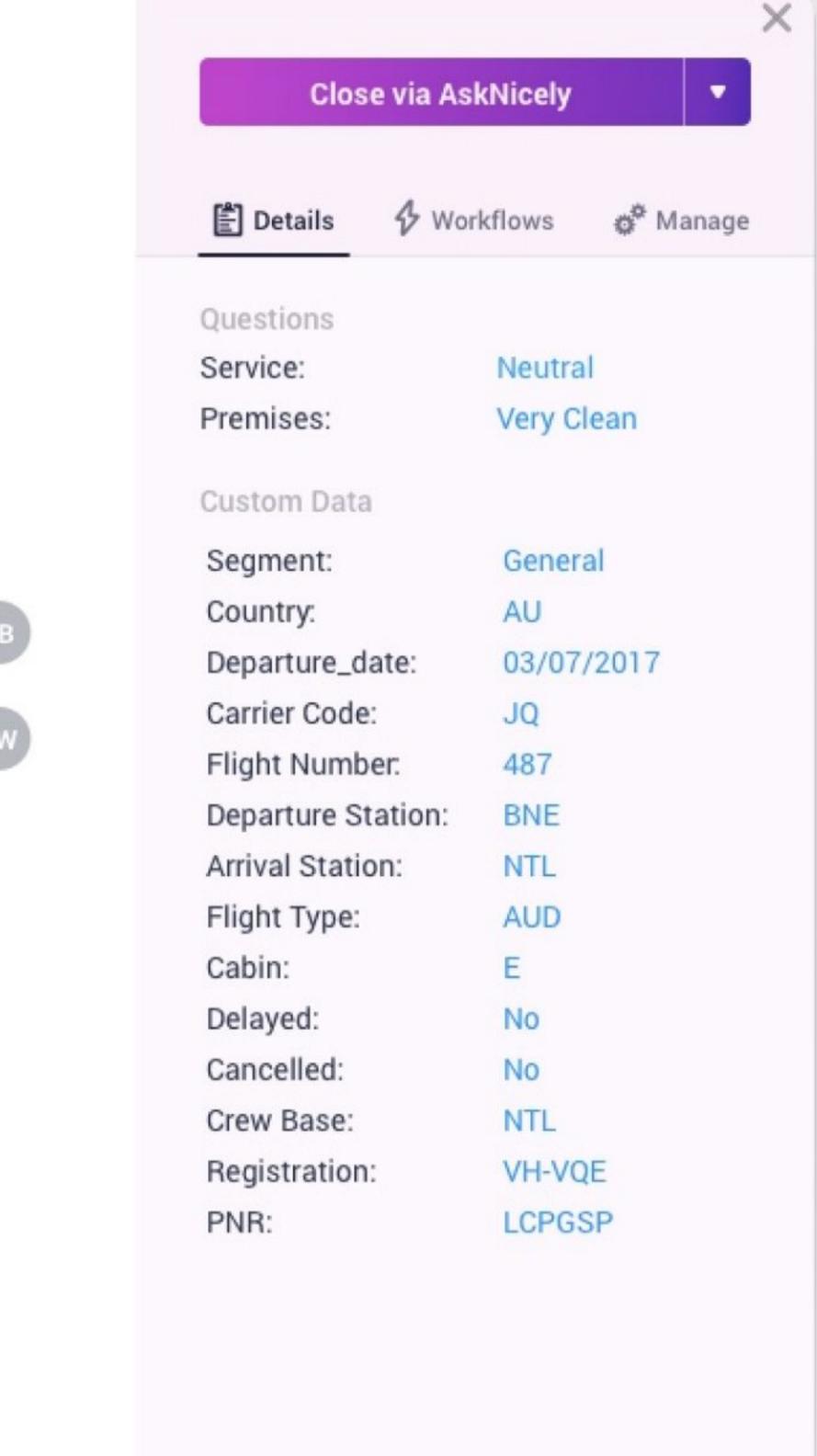
Sonia Tuyama



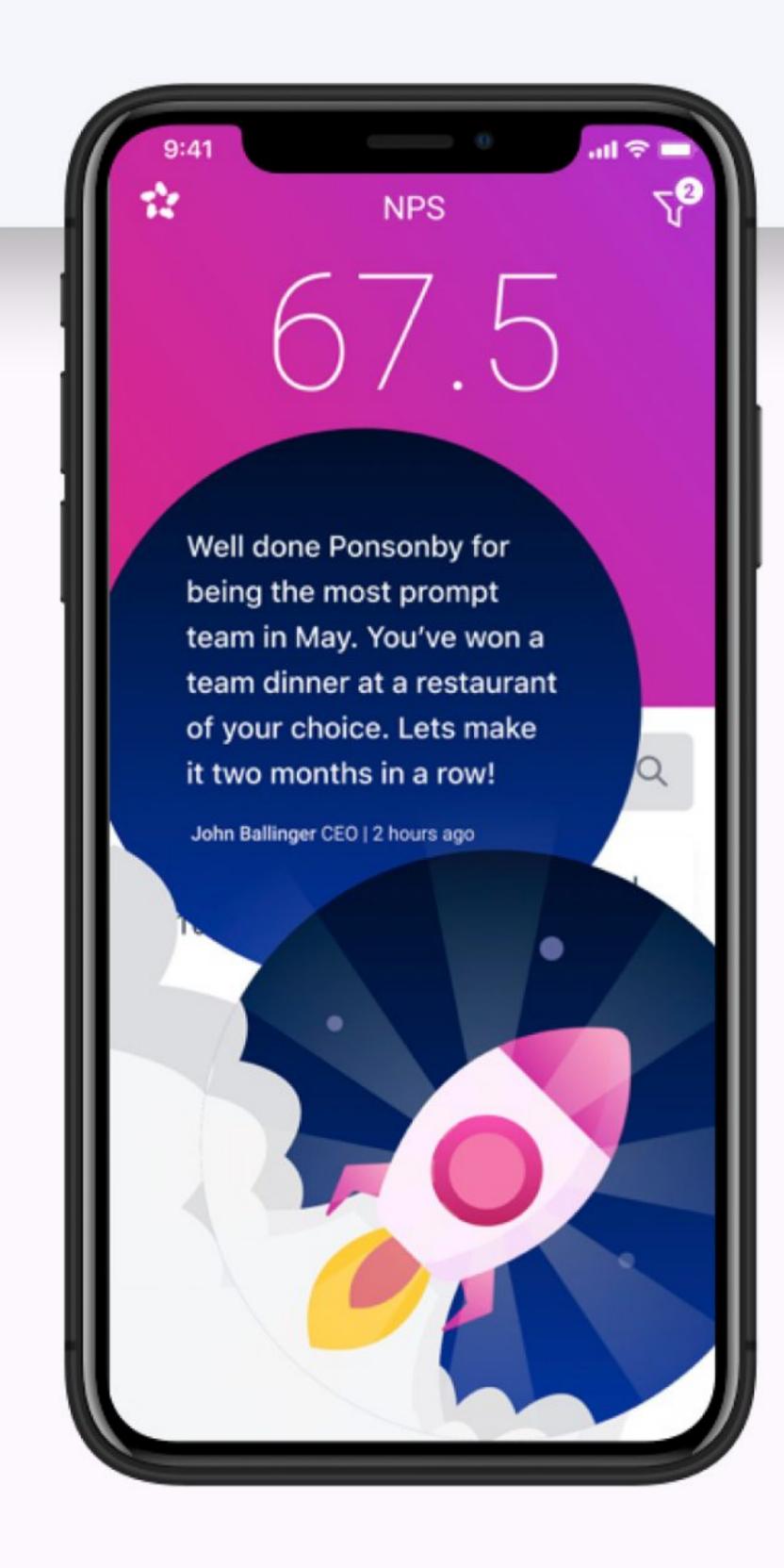
Ease of use an apparently an awesome dogbot!

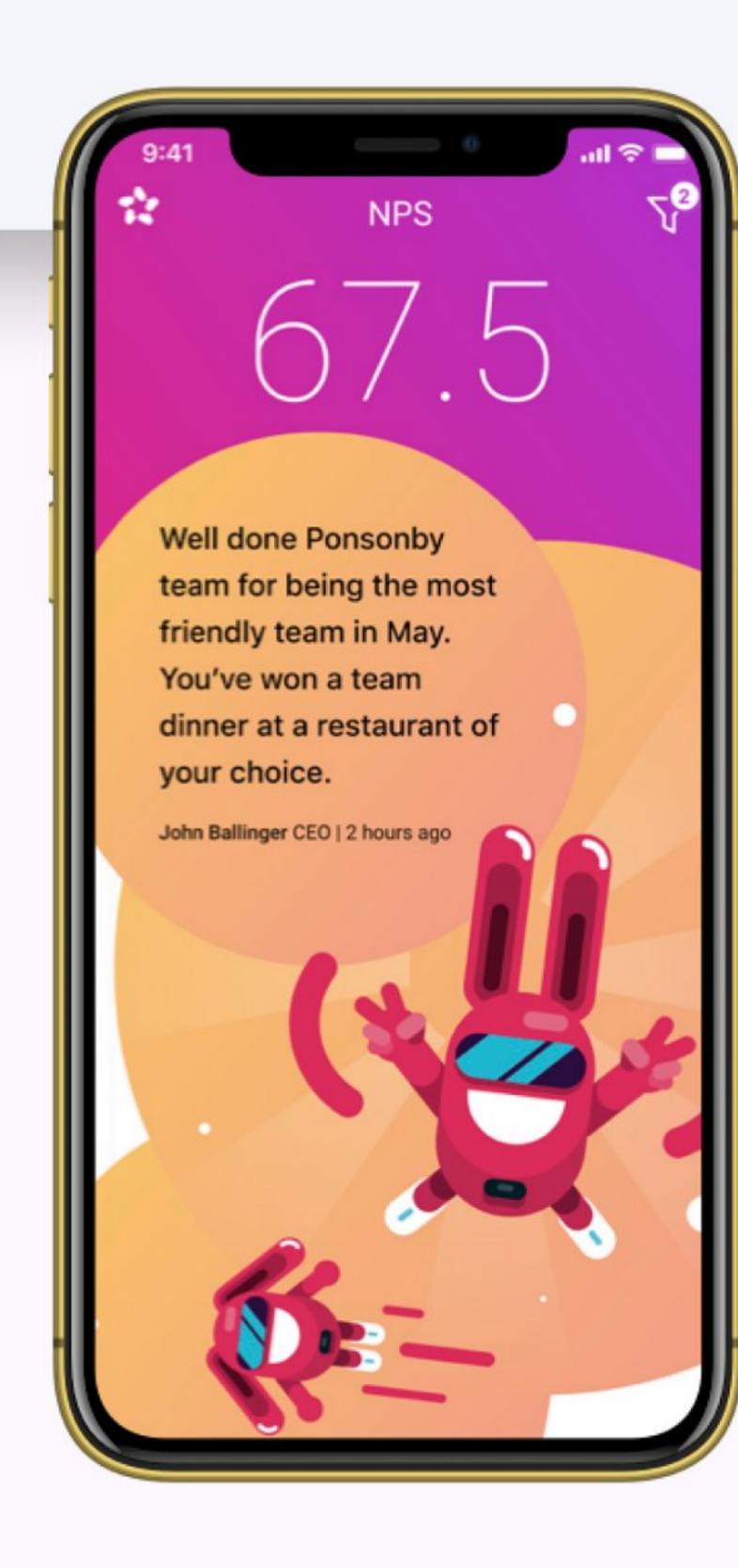
São Paulo. 4 hours ago

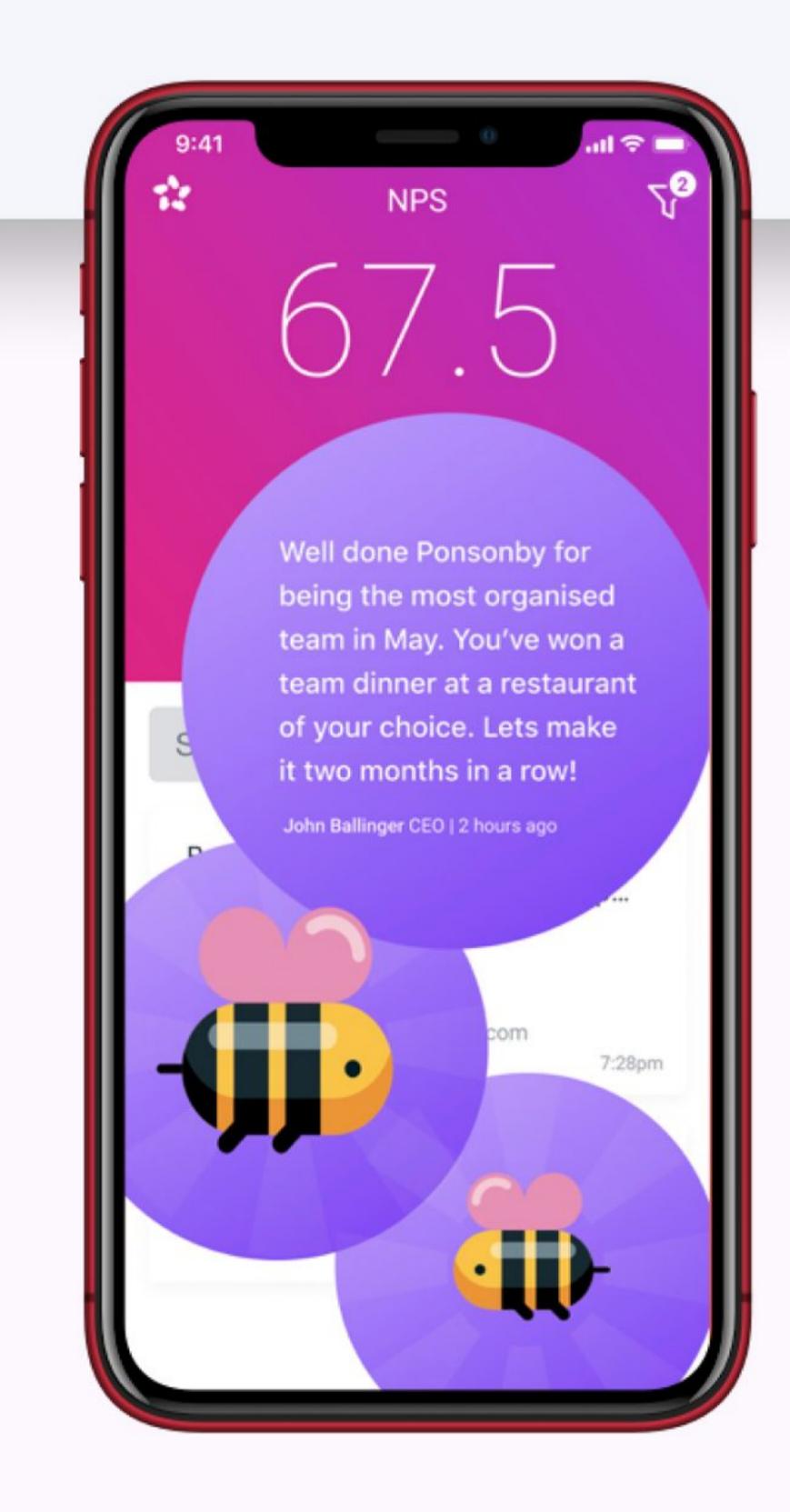


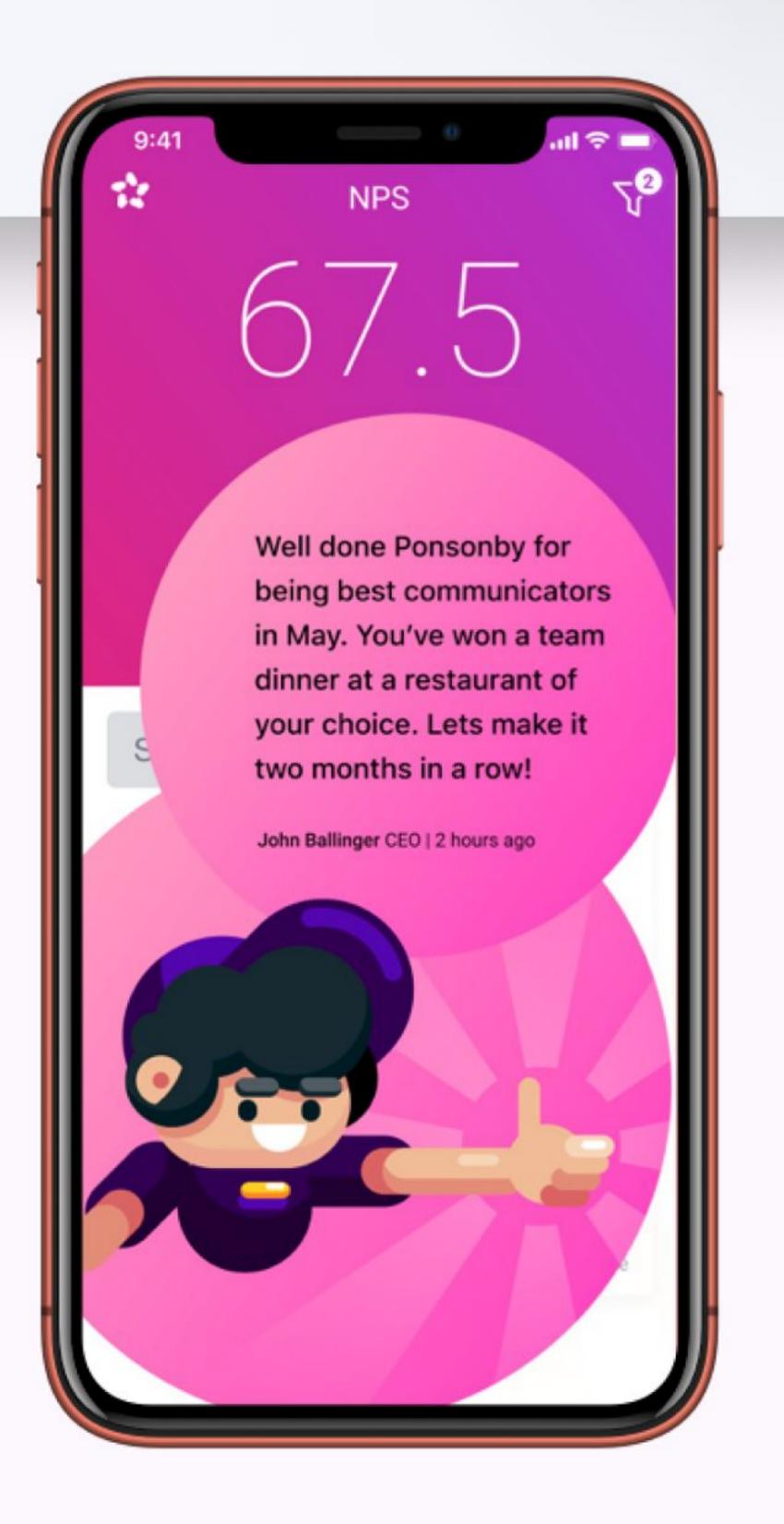


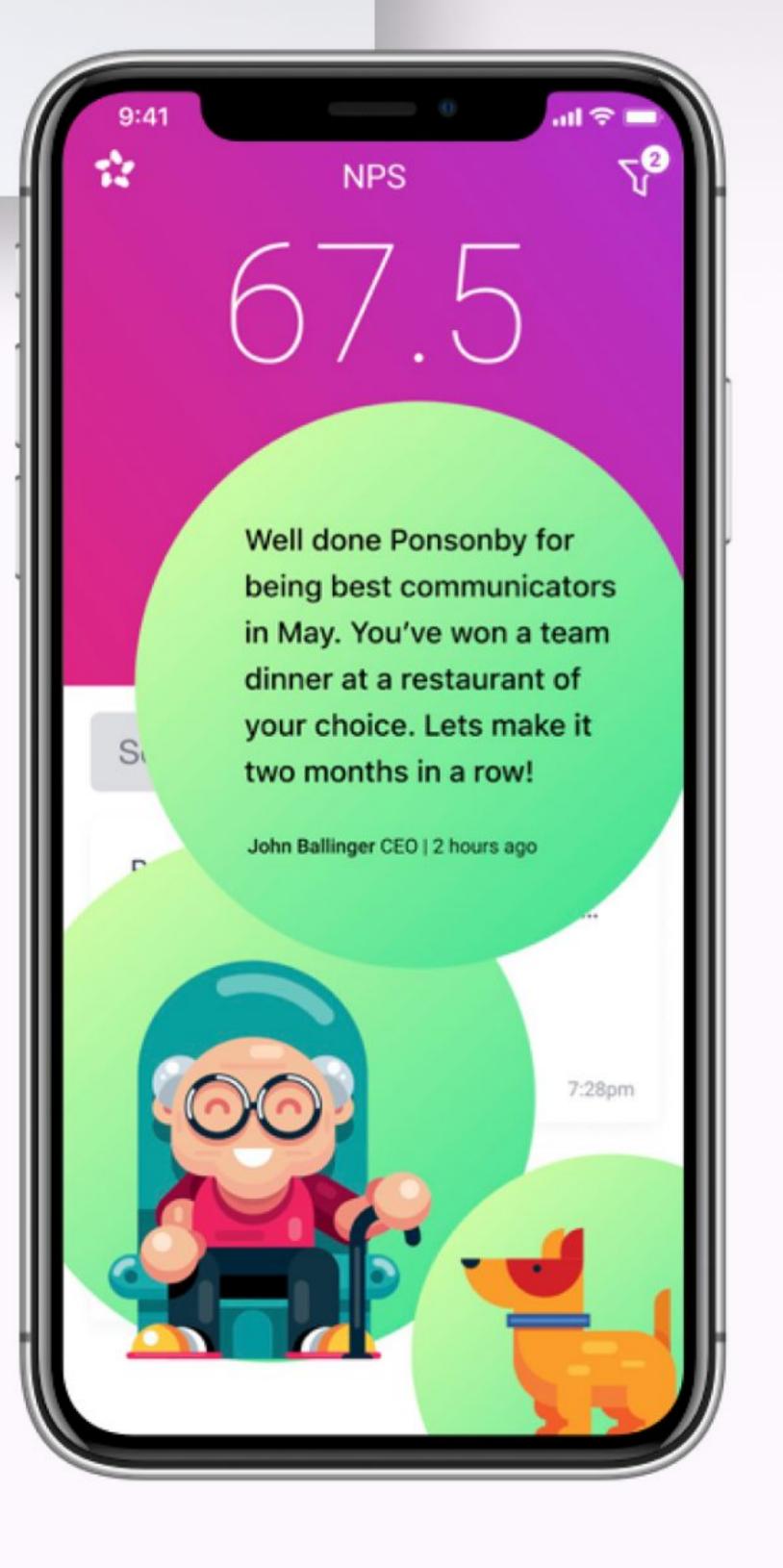




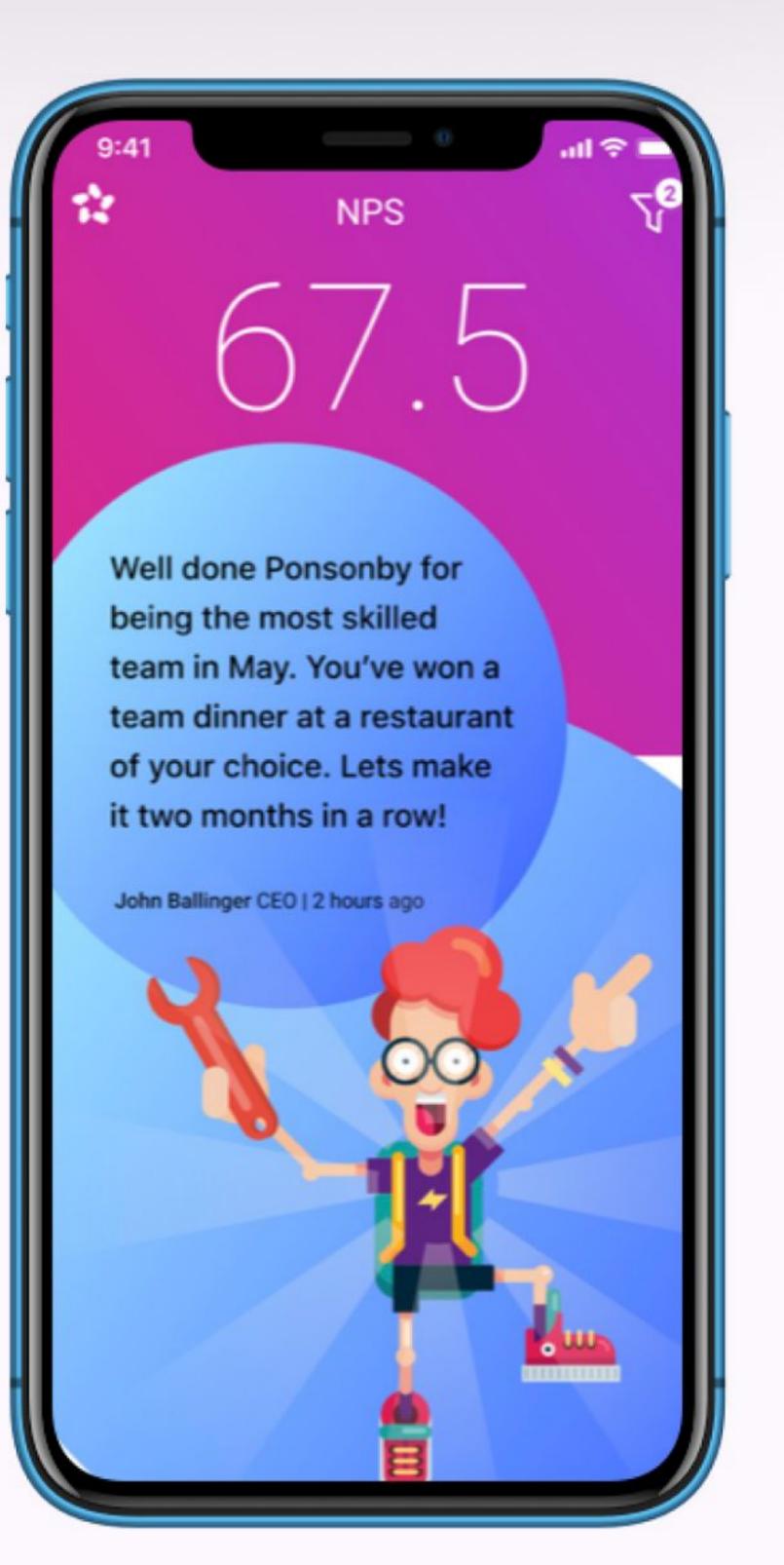








Write your Reply



Nestlé

Checkmark is a product design group within Nestlé. My role over two years was principle designer of a connected device ecosystem that uses AI to monitor pet health.

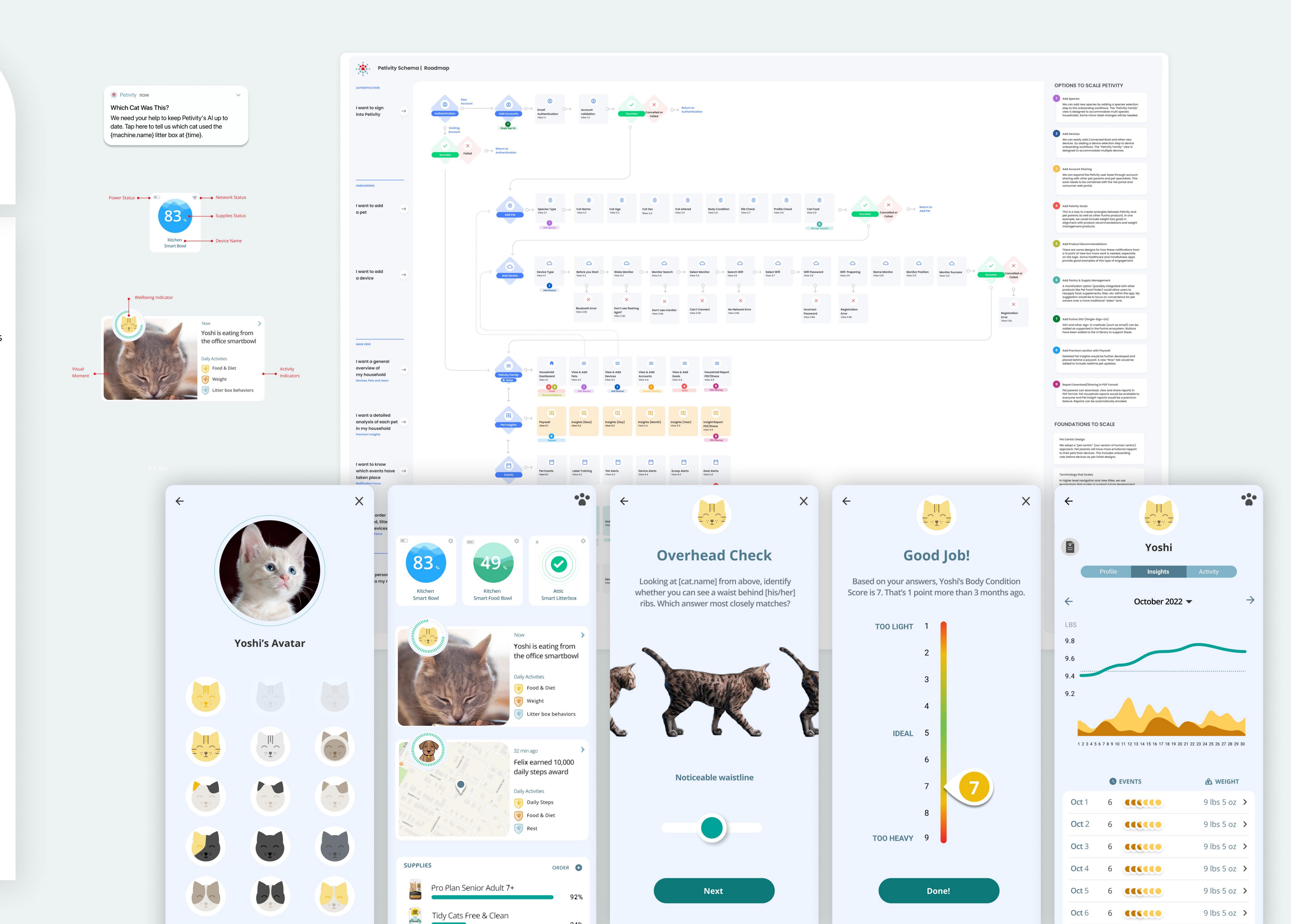
The overall ecosystem was mapped out in a schema to ensure the project is scaleable as new devices and features were added.

A "pet centric" design approach was used to introduce new health related tools and insights.

Connected devices were personified to build a more engaging relationship with pet parents.

The launch version received a 8/10 Highly Recommended review from Wired and rated 4.5 on the App Store.





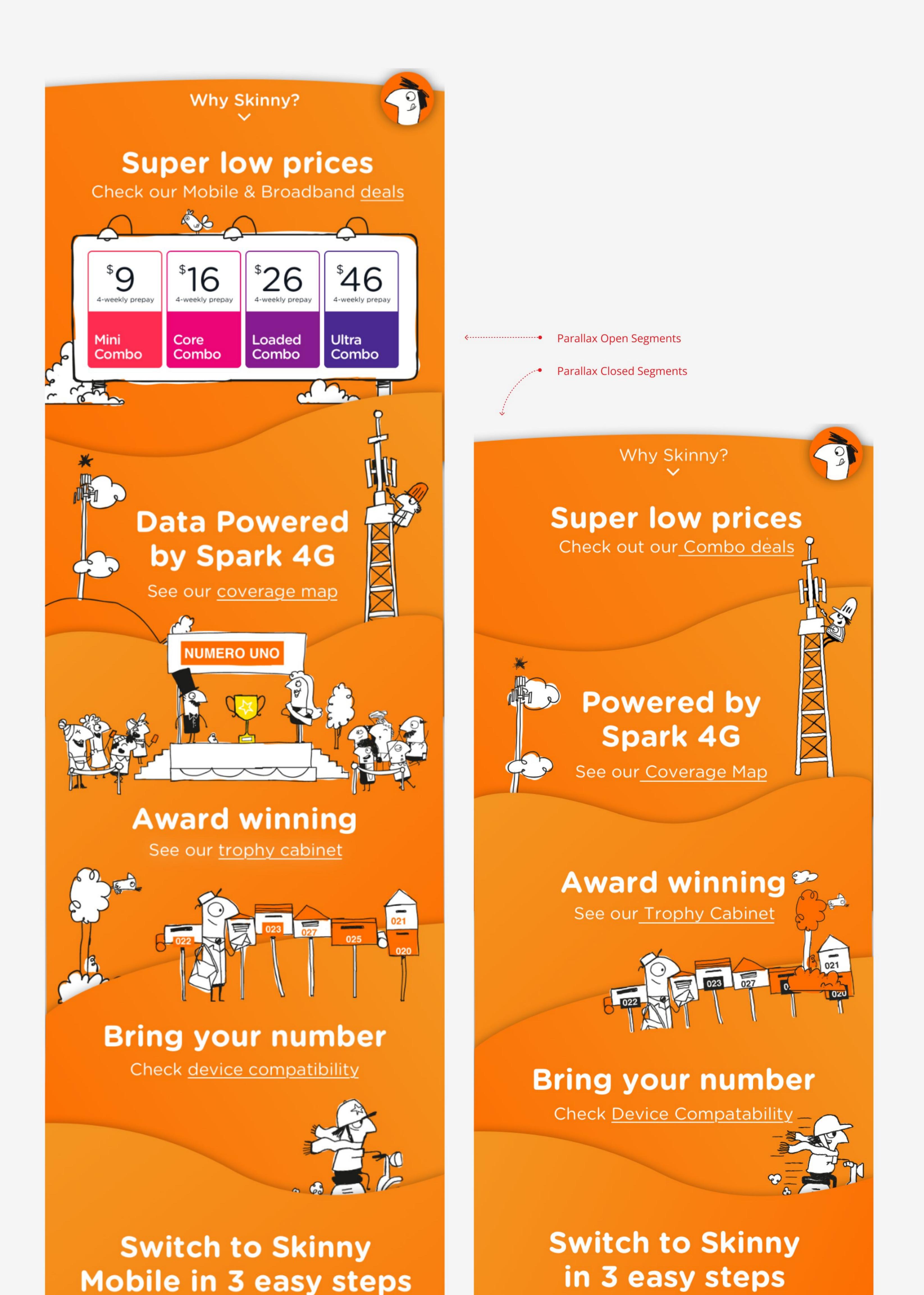
Spark

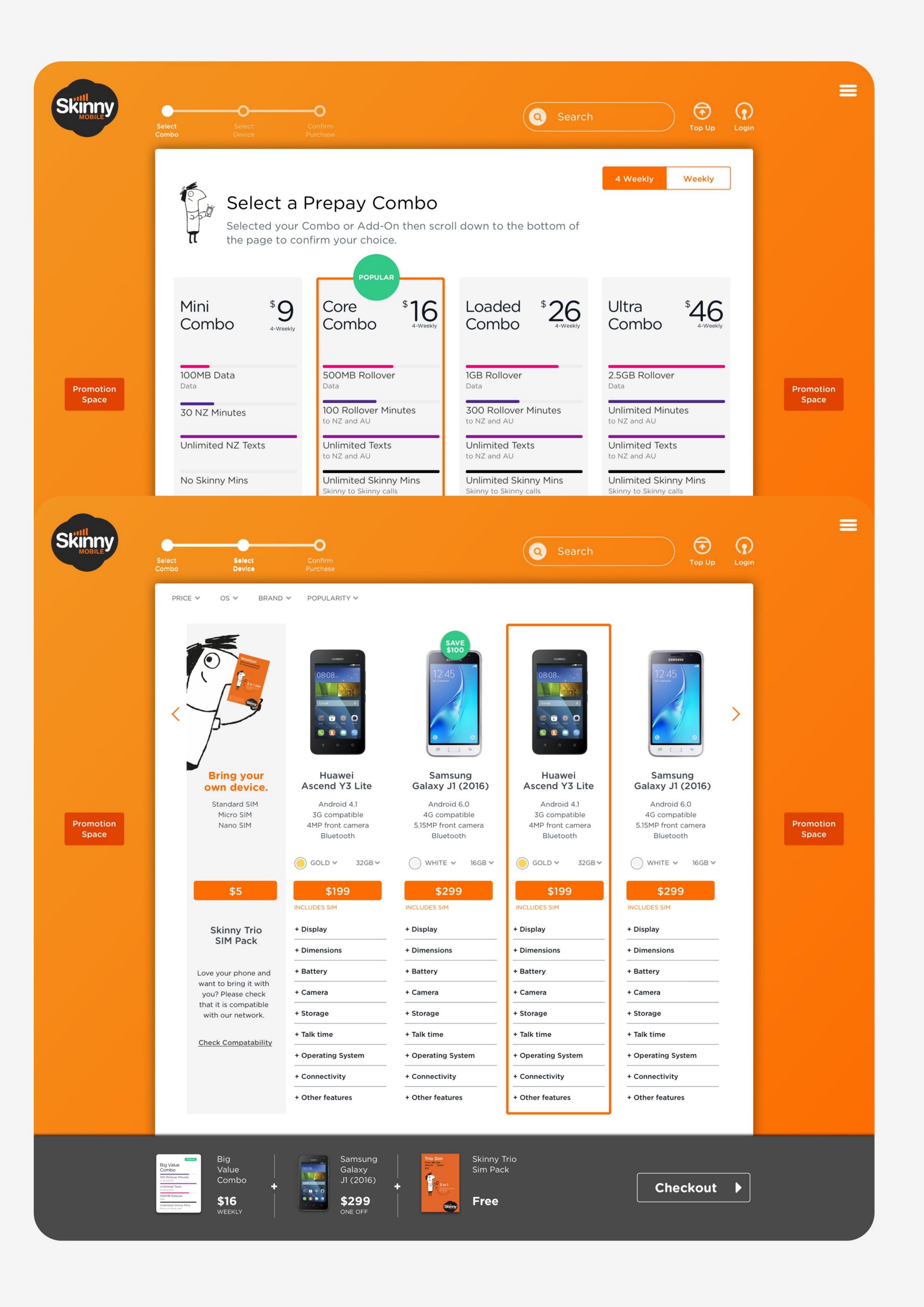
Spark's youth brand had become so popular that a growing number of SME's were adopting it as their preferred provider.

After winning a pitch against several established agencies, we conducted UX research on business needs and global best practices. We integrated a new storefront, team management dashboard and onboarding experience while retaining the playful tone that customers had grown to value and love.

Design lead, UX research, current state analysis, SEO, interaction design, high fidelity prototypes and design delivery. Platform 29 for Spark.







WeDo

WeDo is a B2C services marketplace startup that was launched within a corporate incubator.

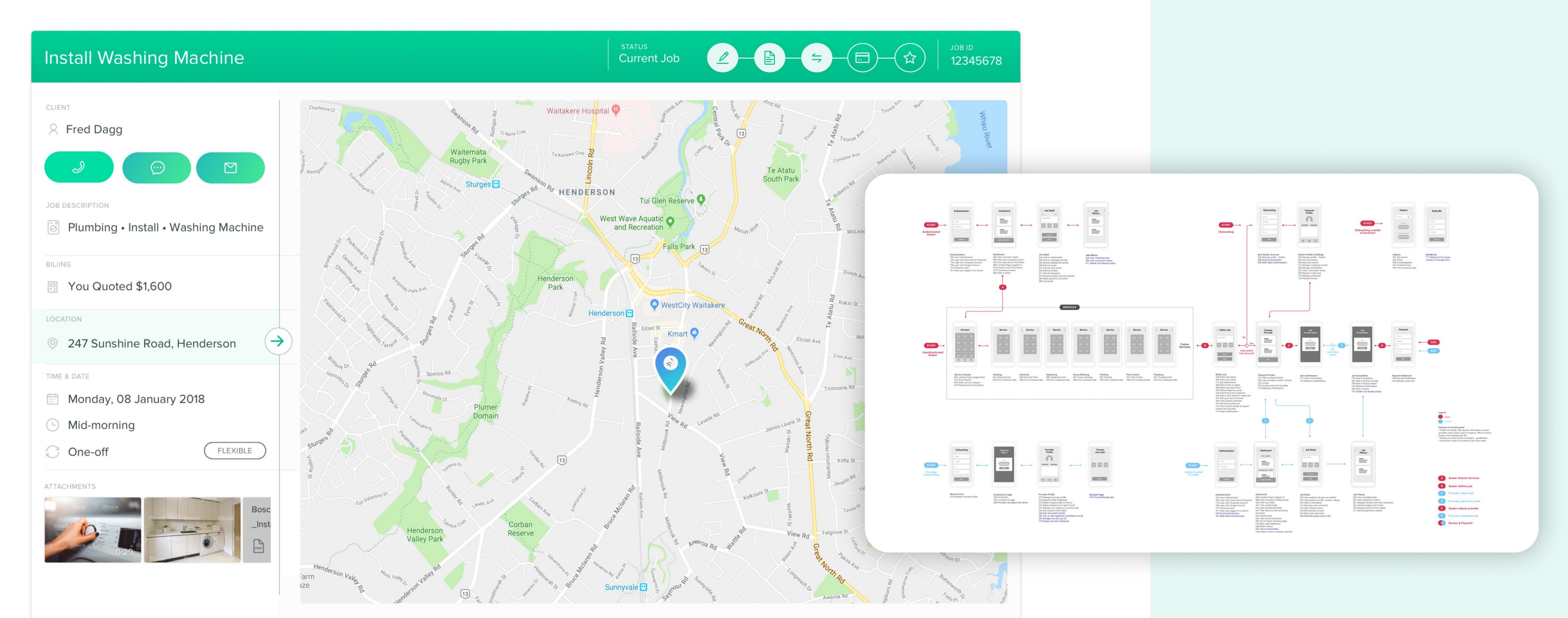
We created a bespoke solution from scratch, integrating ecommerce, chat, project management and geolocation. We tested extensively with providers and early adopters. The clean and easy to use experience proved popular, achieving high NPS scores.

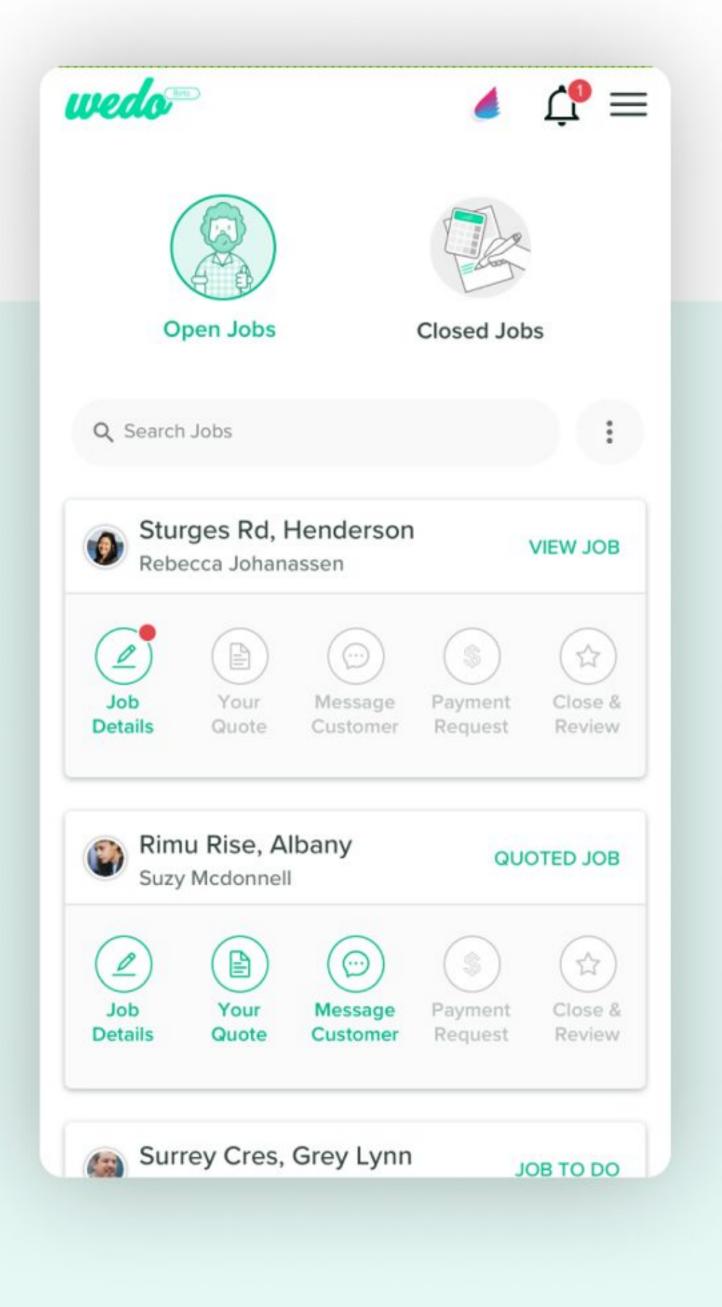
Lead UI/UX designer, UX research, user testing, schema mapping, high fidelity wireframes, responsive design, Sketch, Illustrator and InVision. Platform 29 for Spark.

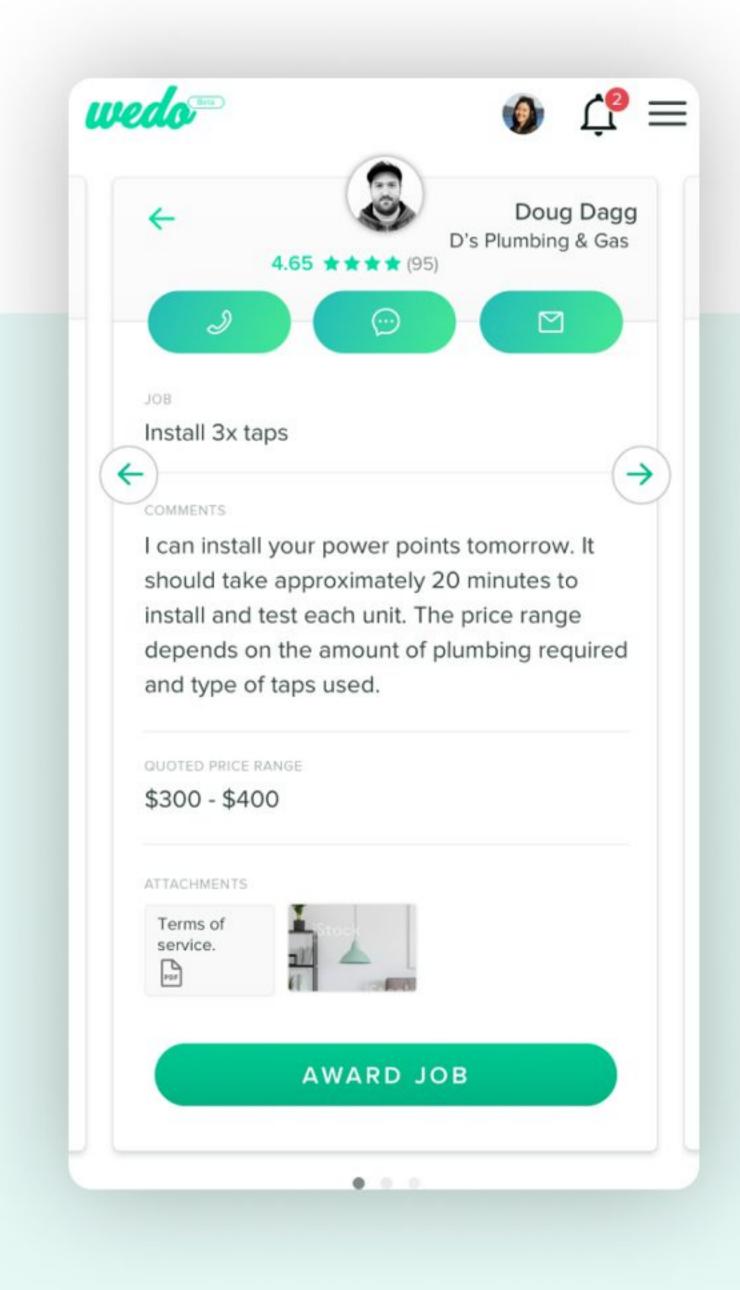


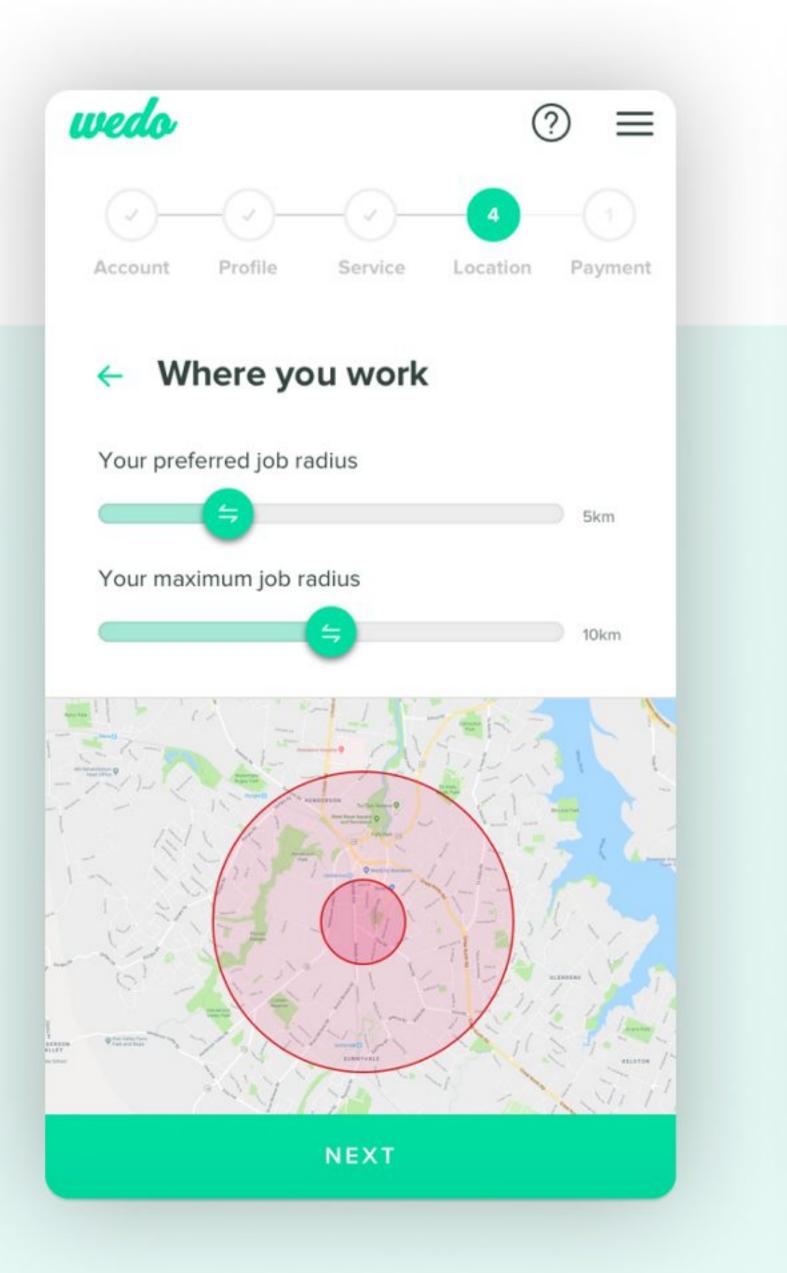


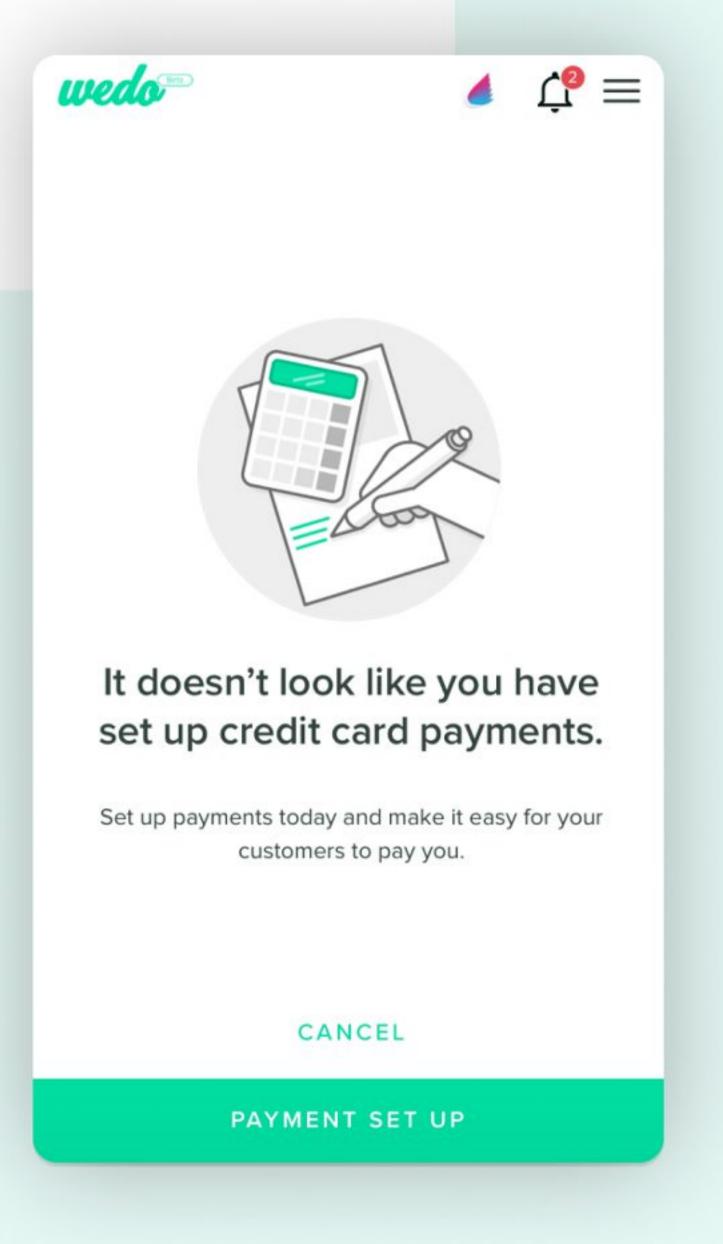
Back to Dashboard

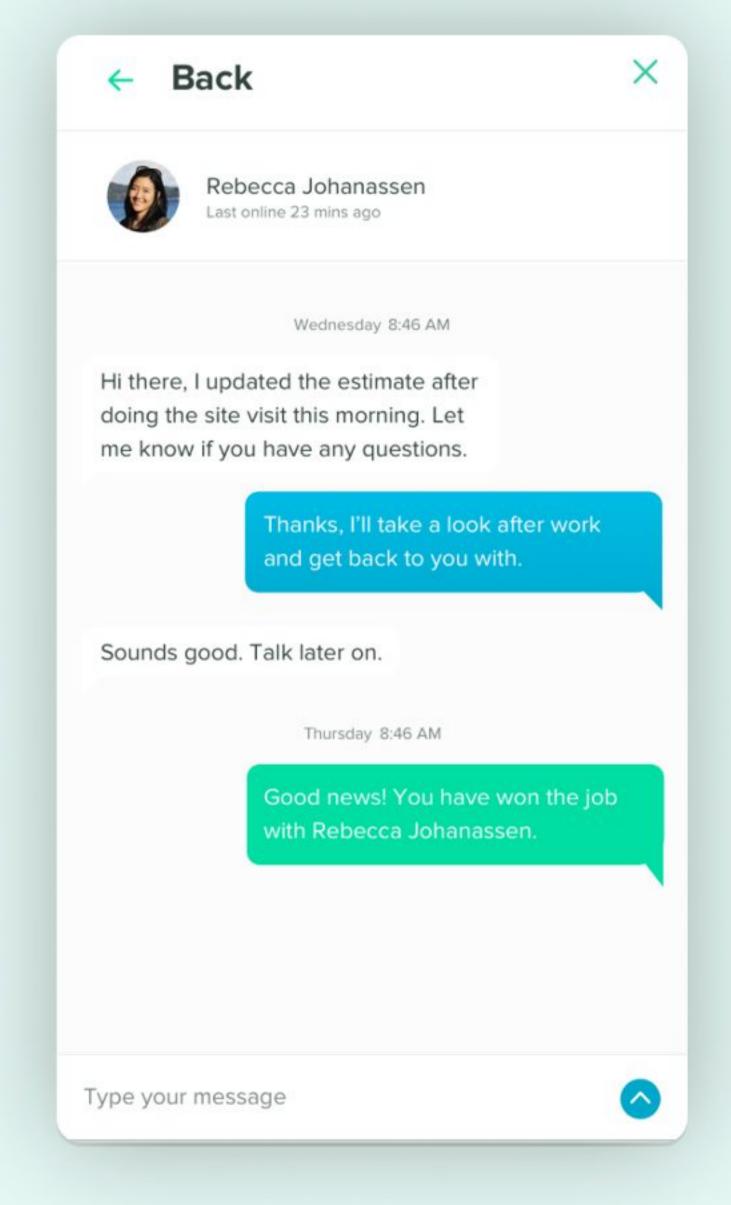












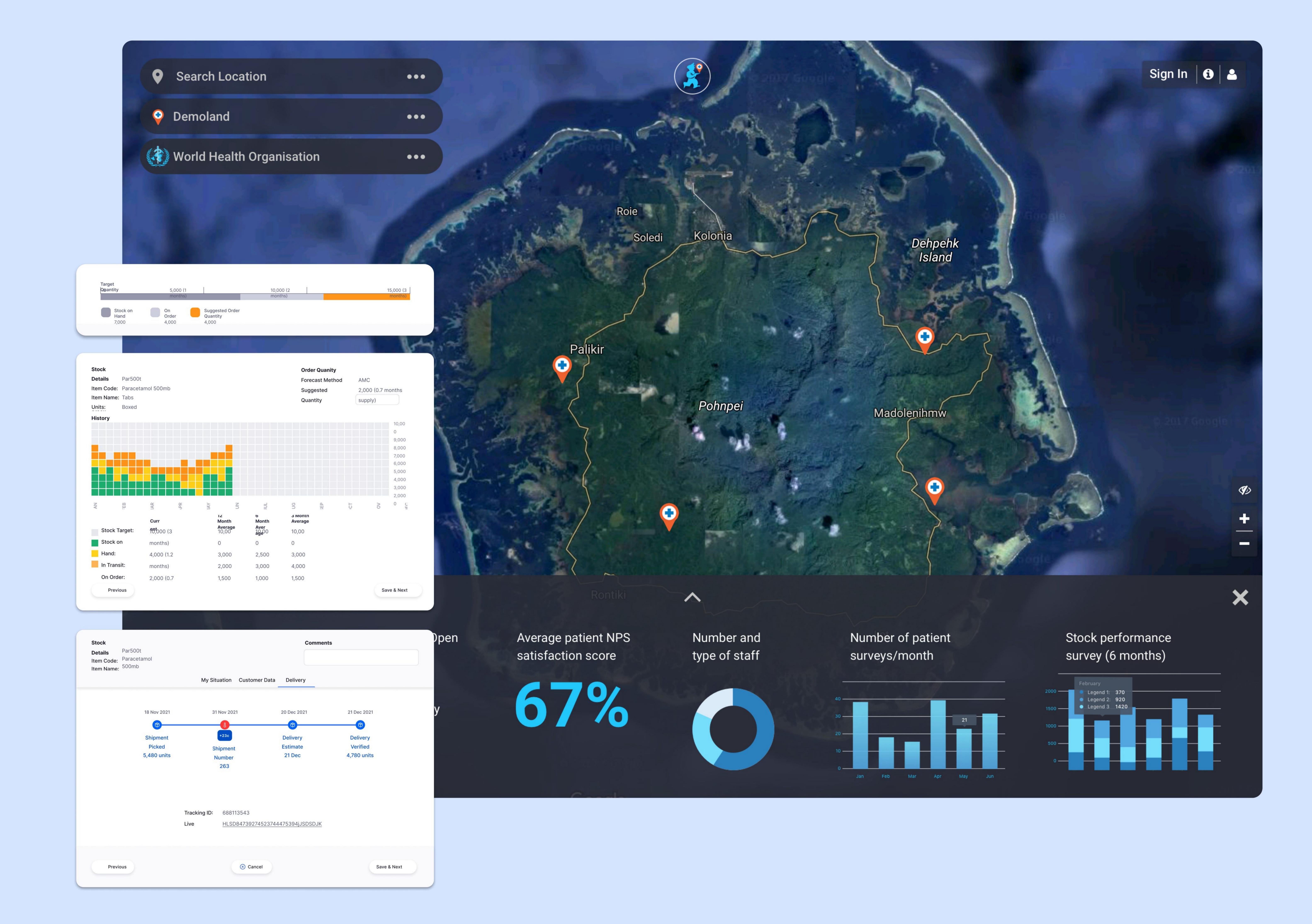
mSupply

mSupply provides medical logistics and requisition software in developing communities and crises zones. It is provided as a white label solution for governments, NGO's and the United Nations.

Projects include health care mapping in remote pacific island regions and requisition software. We also built a bluetooth sensor to trigger alerts if supplies were stored in unsafe temperatures.

Design lead, UI/UX for web and Android. Both left to right and right to left UI to support localizations in Farsi and Arabic.





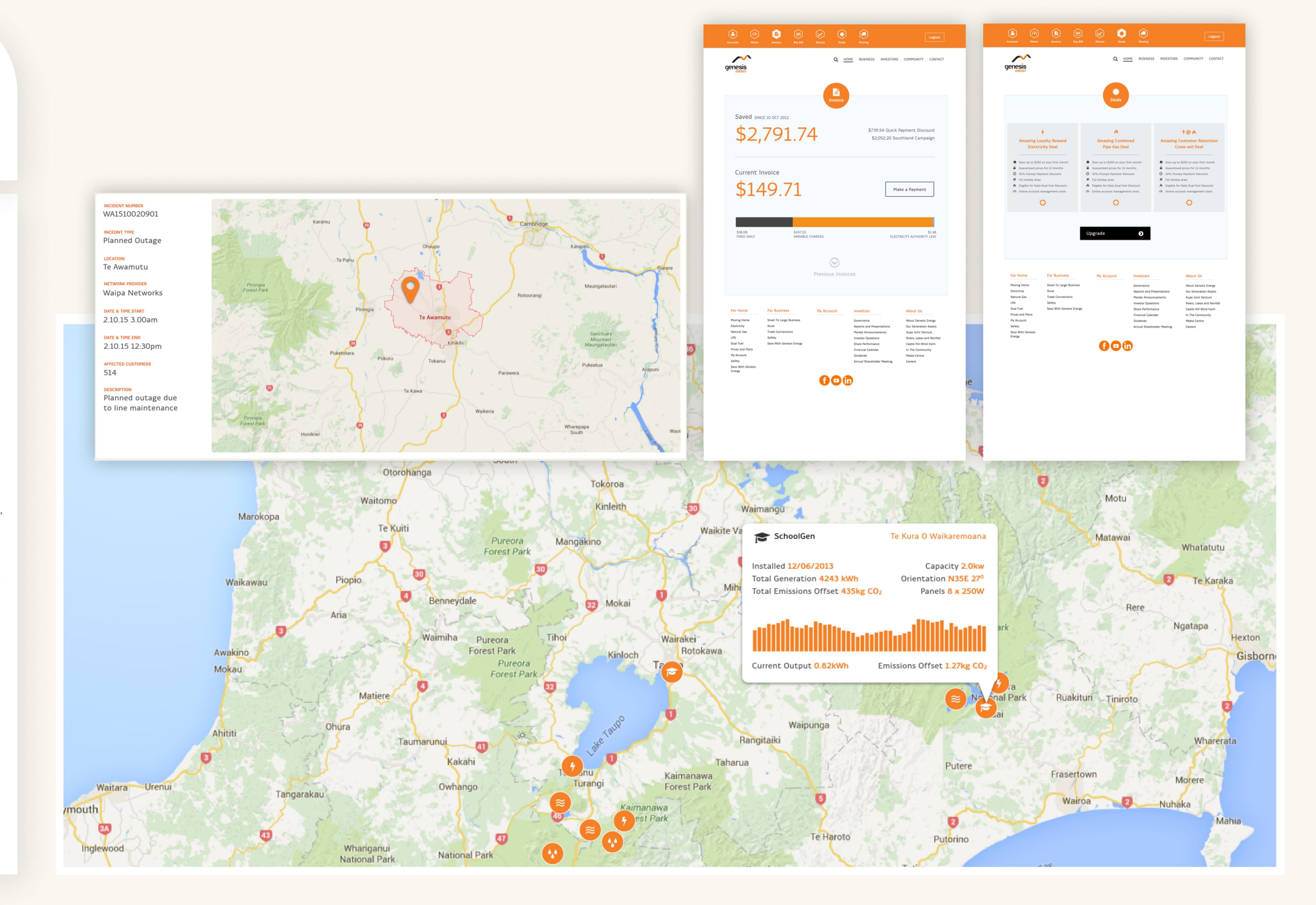
Genesis Energy

My initial role was to audit and improve customer support software. This evolved into a longer term contract to improve web and intranet services. We improved accessibility and rebuild key workflows around human centered design principles. I also worked on outage maps and green energy incentives, such as power generation dashboards for school solar arrays.

Design lead, heat mapping, process mapping, current state analysis, workflows, storyboards, high fidelity mockups, live style guides, and digital branding.

Sketch, Zeplin, Salesforce, Microsoft 360, Sharepoint and Liferay.





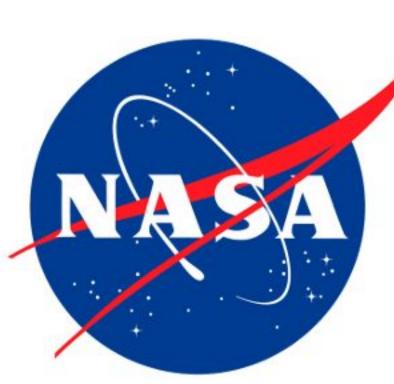
Orbit Viewer

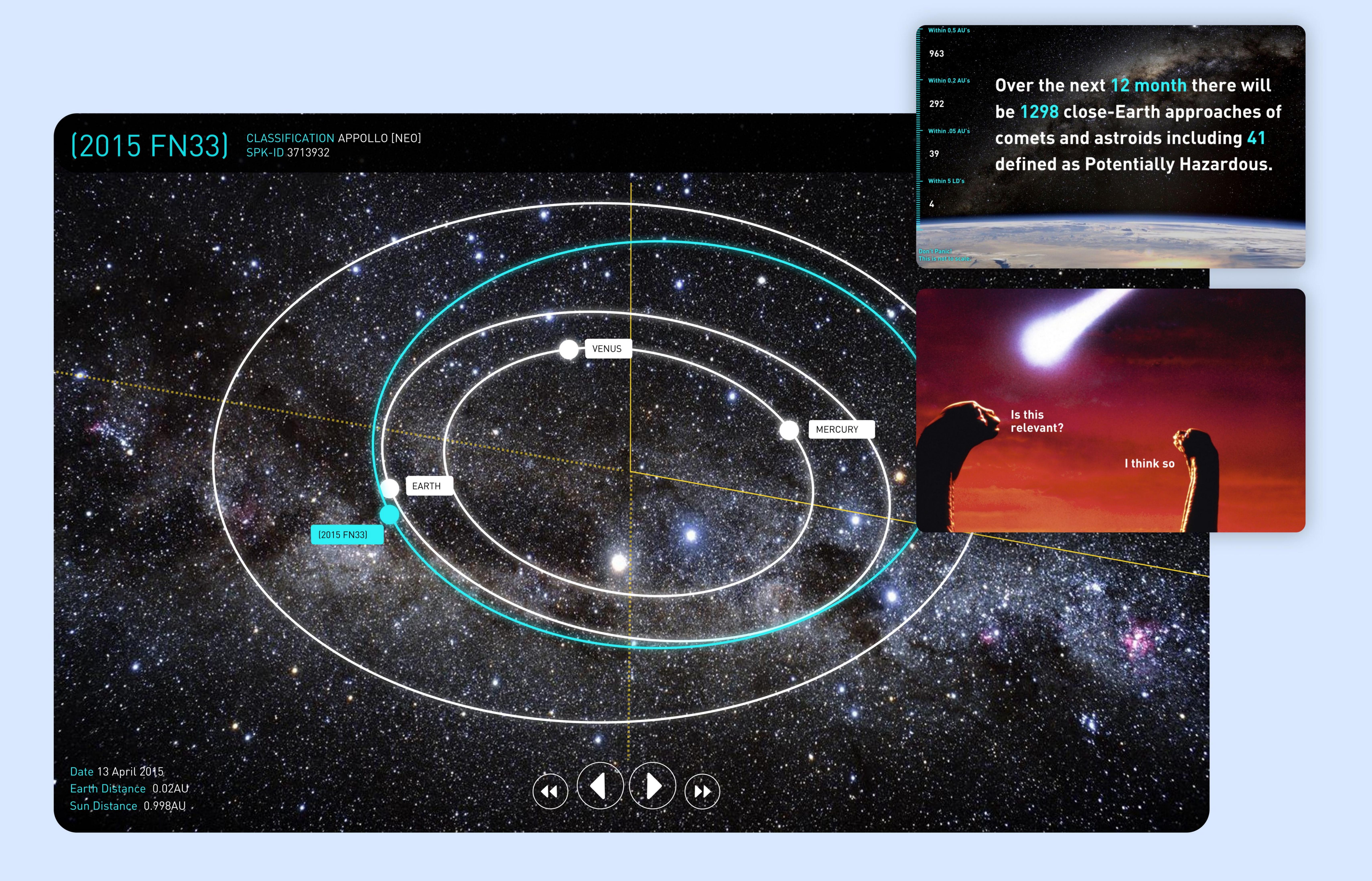
NASA's Jet Propulsion
Laboratory tracks
potentially hazardous near
earth objects using a 25
year old Java app called
Orbit Viewer.

Orbit Viewer was rebuilt as part of the NASA Space
Apps challenge. I designed a new interface with improved visual definition and a filtering mechanism for a database of tens of thousands of objects.

We also put together a light hearted presentation on the importance of this work. While not a formal NASA project, JPL adopted aspects of this work for Orbit Viewer.

UI/UX for HTML5/
Javascript web app.
Responsive support from mobile to 4K.





Mitre 10

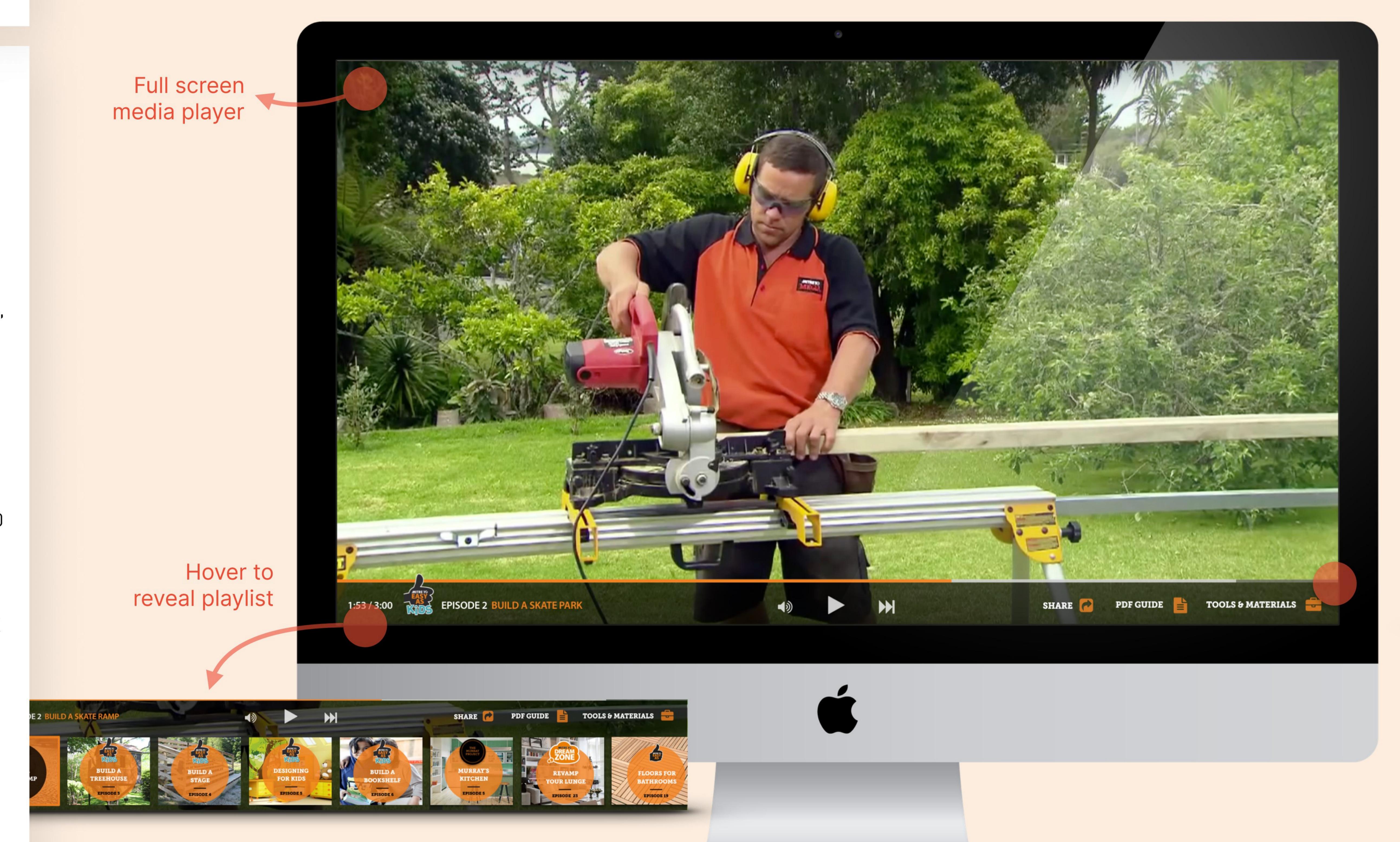
Mitre10 is a national chain of DIY stores. My first project involved helping to monetize a series of DIY videos which had over 120m views. We extended engagement by creating project lists based on items shown in each video, combined with seamless path to purchase.

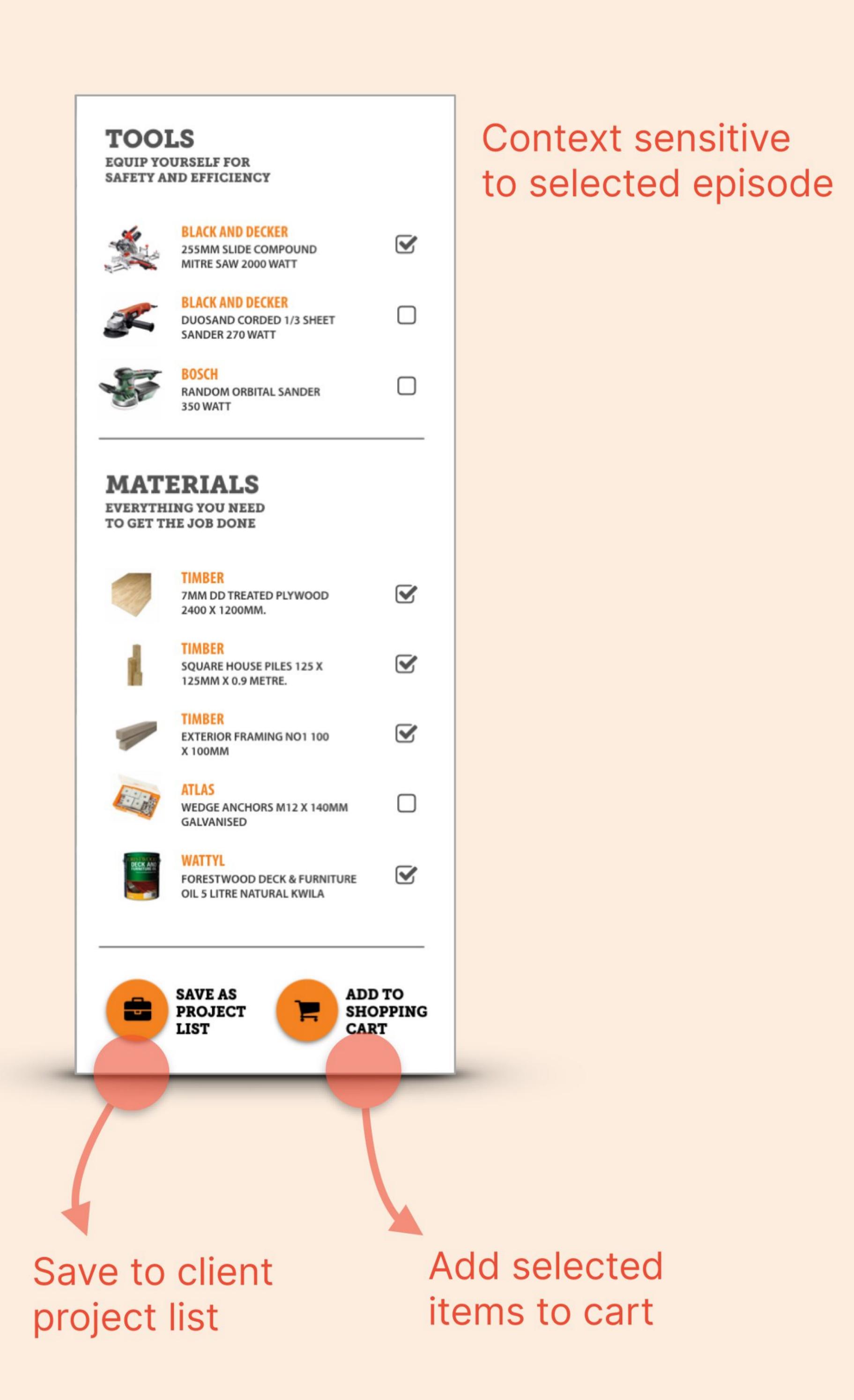
A second project included the creation of a supplier portal to manage orders, approvals and delivery logistics for over a 100'000 product SKU's.

Design lead, workflows, style guides, personas, UX research, high fidelity mockups & dev handover.

Sketch, InVision, Zeplin, SAP, IBM & Brightcove.

Augusto for Mitre 10.







AugView

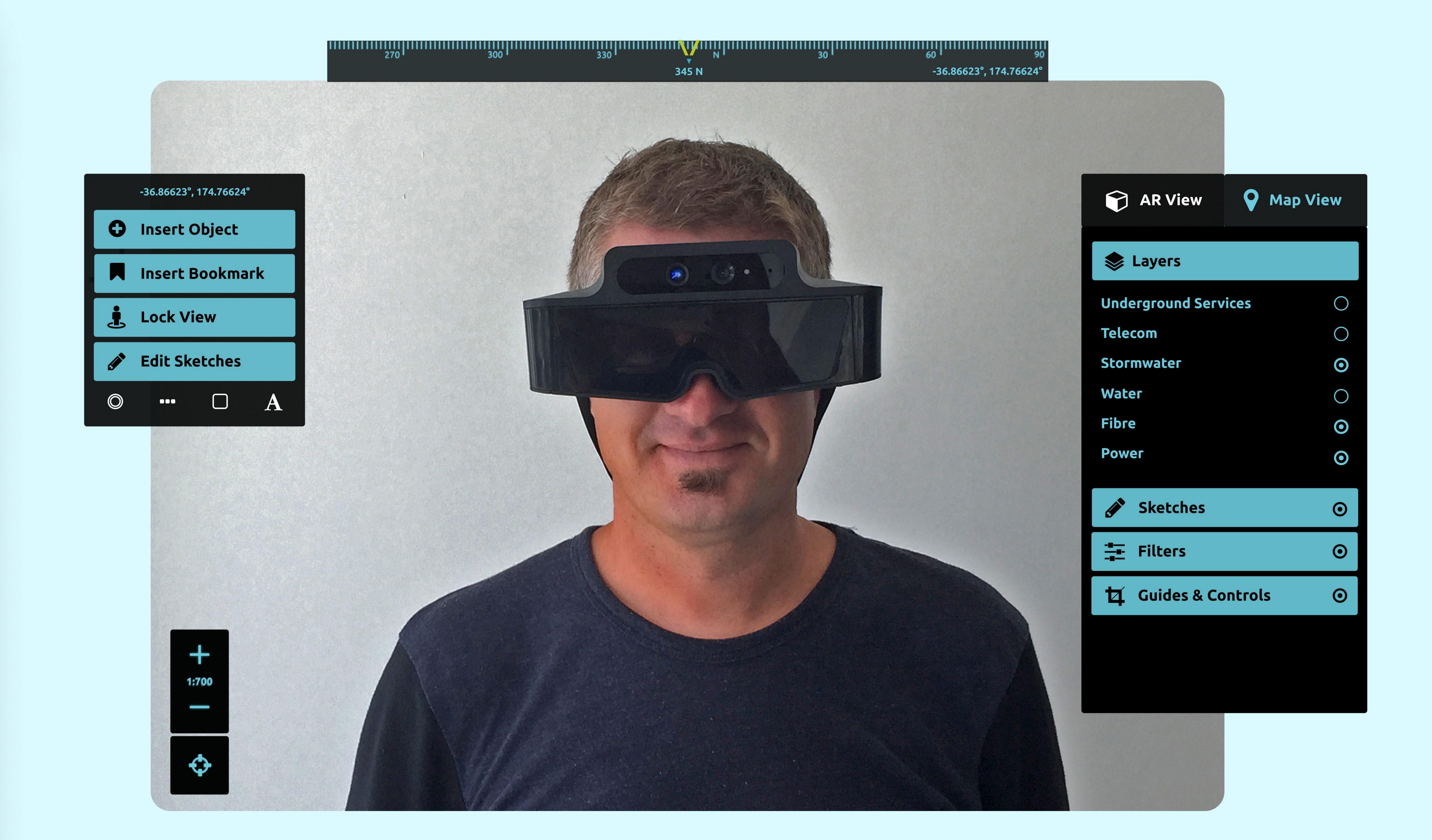
AugView was a pioneering augmented reality product that used a custom built headset and tablet app to visualize and manage subterranean utilities.

Deployments included Dubai, Singapore and Christchurch to aid in earthquake recovery.

My focus was on creating a quality interaction experience in 3D space, high visibility themes to improve usability in outdoor environments, and second attention methods for providing periphery notifications.

Design lead, field testing, high fidelity prototyping, UX research and developer specifications. Unity3D, Android & iOS tablet apps.

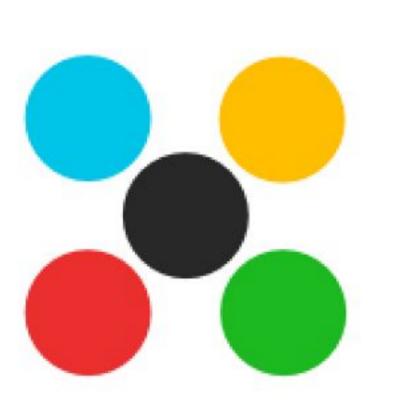








2021



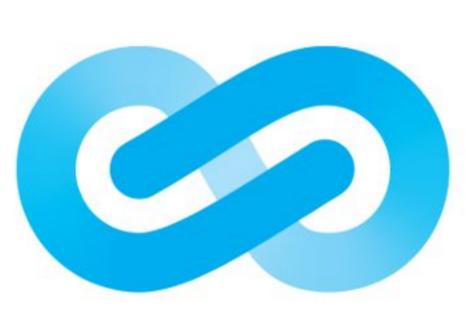
2019



2018



2018



2015

2023

Checkmark is a product

Nestlé. My role principle

designer of a connected

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The launch version

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device ecosystem that uses

design group within

Mastercard processes up to 5,000 transactions per second. I work with designers from Theresa Neil design (Guidea) on Mastercard's AI/AML rules engine and vendor portal with the aim of detecting and mitigating fraudulent transactions. Security and regulatory compliance

played a key role.

Maxtel creates a suite of tools used by McDonald's franchises across the Asia Pacific region to manage their operations. I lead design on multiple projects to replace legacy payroll, time clock, scheduling and KPI dashboards. This includes a realtime performance leaderboard that is used at some HQ's.

Senior UX designer role focused on customer dashboards, gamification of the mobile app experience and a conversational UI with complex metadata and workflow requirements.

Lead designer for multiple projects including health care mapping in remote Pacific and African regions, logistics and requisition software and a bluetooth sensor tool to ensure medicines are transported at safe temperatures. Rapid prototyping was used to help win several new government and NGO contracts.

From 2015 to 2018, I worked as a freelance designer/consultant on multiple projects.

Augview: Geospatial AR

and VR platform.

Shadow Robotics: Interface for ambidextrous arm.

Harmoney: Peter Tiel backed peer to peer lending platform.

Mitre 10: Video on demand and supplier logistics.

Arborlab: Dashboards for resource consents.

8/10 Highly Recommended by Wired Magazine Emerging Company of the Year

SAP M-Prize for work on a discretionary budgeting tool











2015

2014

2010

2009

2000

Consulting work to audit current portfolio and provide guidance in improving user experience across intranet, mobile and web experiences. The focus was on reducing barriers of entry, improving accessibility, simplifying navigation and rebuilding key workflows around user centric design principles.

Cawthron is the largest sciences institute in the South Pacific working in the fields of biosecurity, aquaculture and ecological monitoring. They also partner with California's MBARI to manage ocean sensors. My role was to interview scientific specialists as part of a needs analysis. I used these learnings to create innovation and digital engagement strategies, with the aim of embracing emerging technologies and making scientific outputs from sensors and drones more accessible to customers and the community.

Working in a partnership with In Your Pocket, I managed the design and build for a platform of over 40 fully featured city guide apps. This included the very first mobile guides for cities such as Riga, Vilnius, Kiev, Lviv, Odessa, Tirana, Sarajevo and Bucharest. We overcame significant constraints to build out novel features for the time, including offline caching, embedded currency conversion, geolocation, live weather, image galleries, transit maps and more.

The first mobile app I
designed and managed
was Fête de la Musique,
the largest music festival
in Lausanne, Switzerland.
The app included schedule,
maps and artist bios.

My first role was working at a boutique branding agency with Fraser Gardyne. Working with Fraser installed a strong design ethic and the ability to reason out design led decisions. Brands included Firestone, Westfield, Pacific Business Trust and Auckland City Council. I also worked on the wayfinding for America's Cup village, which are still in use today.

Leading position in many App Store charts.

Best Design Award Kodak Photography Award



1999

Communication in Design, University of Auckland/ AUT, Graphic design, urban design, GIS and software.



2005

M.B.A, Henley Management College, Oxfordshire Dissertation on the use of systems thinking and semantic web technologies to better understand and manage complex human and natural ecosystems.

2014

NASA Space Apps Challenge

2015

Startup Weekend

2019

Y Combinator Startup School

2020

Draper University TechStars