



GHS BAKOUR

MULTIDISCIPLINARY DESIGNER

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INTRODUCTION

Passionate about working with teams on breakthrough innovation by embracing the design thinking process to enable change across organisations, expedite strategic growth and long-lasting competitive advantage. Expertise in establishing lean design processes, consolidating data-driven strategies to nurture human-centred design culture for successful adoption and empowering teams to shift the focus from functional design to designing services and experiences that expand the emotional and social impact.

Background in Multimedia & Communication Technology with keen understanding of Software Development and Technology systems. Working knowledge and experience from leading design teams and collaborating with smaller startups to crystallising the customer-centric approach in multinational corporations in different sectors and key industries.

EDUCATION

2017-2018

USER EXPERIENCE CERTIFIED (NN/g)

Nielsen Norman Group

2008-2011

COMPUTING SCIENCE BSC (HONS)

Northumbria University

2007-2008

DIPLOMA OF BUSINESS & ECONOMICS

EU Business School

SKILLS

- Design Leadership
- Design Strategy
- Lean UX
- UX Research
- Service Design
- Interaction Design
- Sketch App
- Figma
- Adobe Creative Cloud

EXPERIENCE

SENIOR EXPERIENCE DESIGNER, DIGITAL EXPERIENCE

Singtel | Sep 2019 - Present

- Senior member in the digital journeys chapter to supervise E2E digital experiences and streamline critical customer journey maps across Singtel's digital channels.
- Member of the task force to infuse design thinking into the development process and drive cultural transformation by end of 2020.
- Lead the digital experience with cross-disciplinary teams to establish the universal identity, and build an integrated payment platform to improve the digital journey score by 2021.

SENIOR UX DESIGNER

Titansoft Pte Ltd | Feb 2017 - Aug 2019

- Launched an entertainment video streaming experience for APAC market (incl. China) that contributed 42% increase of web traffic and generated \$7.2M in revenue in partnership with a long-term client.
- Nurtured the creative thinking culture and research competencies by conducting regular training and mentorship programs across the year to the agile teams and across departments.

SENIOR UI/UX SPECIALIST

iCar Asia Limited | Sep 2015 - Jan 2017

- Grew ASEAN consumer businesses by 9% over one year by building a robust scalable design system that enabled the tech team to release new experiences 3X faster than prior years.
- Achieved 82% of customer's satisfaction score by creating a holistic customer journey and expand it into micro-journeys to visualise priorities high-impact and low effort initiatives.
- Selected to lead an initiative to improve the design team's efficiency and productivity score by 4% in less than a year by reducing wasted production efforts and leveraging on a reusable internal library of design patterns.

HEAD OF DESIGN

Asia Venture Group | Jul 2013 - Aug 2015

- Pioneered the digital experience of a successful B2B review platform that raised \$1M in series A.
- Led the user-centric approach by rapidly helping support three well-funded startups, hired up to 12 designers, mentored and grew their design competencies to become valuable contributors to their independent companies in less than 2 years.

FRONT END & WEB DESIGNER

Mindvalley Labs | Jan 2012 - May 2013

- Designed and developed two personal growth web products independently on the Mindvalley Library and supported the design team in launching 6 additional products to the U.S market that contributed a revenue growth of 32% in less than 6 months.
- Participated in planning web experiments to accelerate growth hacking by conducting various A/B experiments to increase the sales conversion by an average of 7% per experiment.

RECOMMENDATIONS

"Ghis's approach to UX design is like that of an architect. For him, great design is in the how (plans, processes and details). Rome was not built in a day and Ghis understands this. He devotes a lot of his energies in making sure he solves the right problems, lays solid foundations, and trims out the flaws as his designs get developed."

Bryan Goh, Experience Design Director at Singtel