

Pavol Vallo

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SUMMARY:

- ✓ Over the past 13 years in IT industry I was working on wide variety of digital projects heavily focusing on **user centered digital initiatives**, chasing my own personal goal to continuously provide **better customer experience**.
- ✓ My work involves **digital marketing consultancy** for wide-variety of clients in different parts of the world with heavy focus on social media activities.
- ✓ I was heavily involved in creating **websites** (corporate sites, e-shops, online ordering systems, etc.), **web apps** (health portal, interactive wizards, etc.) and **mobile apps** (product finder, educational game for kids, etc.)
- ✓ I conducted more than **80 full day usability studies** (in several countries) and had the chance to create **personas** as a result of user interviews. I see customer journey mapping as a crucial part of complex projects. I worked for small business and corporates as well while utilizing knowledge from international conferences and worldwide usability studies.
- ✓ I create comprehensive documentation for various projects - **concept documents**. It heavily involves client consultancy and cross-team collaboration. It serves as a basis for all involved parties (designer, developer, agency, client, etc.) and ensures the project will be delivered as agreed at the beginning of the project (scope, design, functionalities, budget).
- ✓ I am a huge fan of user experience, who always puts the end-user in the focus, while having in mind crucial business needs.

EDUCATION:

Institution: University of Constantin the Philosopher in Nitra (1996-2001)
Diploma – mathematics/informatics

SEMINARS and Conferences:

Service design Budapest
Websummit Lisbon
Websummit Dublin
Engage Prague
ByDesign Bratislava
Service Design Vienna
Nielsen Norman Group Usability week conferences:
Fundamental Guidelines for Web Usability
Interaction Design
Websites that Sell
Application usability
Newsletter usability – offline course
and more...

PROJECT EXPERIENCE:

Project Name: Onlia Sense

Gamified mobile app for iOS and Android, monitoring the driver's behaviour for a Canadian online insurance company. The users are rewarded (cashback) based on their driving skills.

Project Name: Everifin

UX design of a new multi-banking platform providing access to all accounts within one product.

Project Name: UEC Partnership – GlobuZ Usability Study

Remote usability study with international participants aiming to improve the global content underwriter content repository.

Project Name: Nestlé – Personal Consumer Experience Program

PCE's goal is to provide sophisticated customer experiences for Nestlé consumers. It starts with customer journey mapping, creating cross-device interaction patterns (mobile, tablet, notebook) in relevant touchpoints and adapting existing digital assets to modern customer needs (websites, online programmes, social media content, customer care channels) supported by marketing initiatives across multiple channels (creatives, adwords, facebook promotion, etc.)

Project Name: Wyeth Learning App

Description: Branded tablet and smartphone app to enhance the learning abilities of children. The biggest differentiator to all other games available is, that it provides a dedicated parent's section showing detailed information about the child's performance, progress, tips and tricks.

Project Name: Wyeth Nutrition Science Center

Ideation, wireframing and conception the global information exchange portal among healthcare professionals. The project is built as a centralized portal that allows rolling-out market specific instances easily and quickly.

Project Name: Mobile Optimization Initiative

Wireframing and concepting the worldwide mobile optimisation initiative, which helped Wyeth to turn all its out-dated digital assets into modern responsive sites.

Project Name: Pfizer - Collab Tool

Concepting a digital cloud based collaboration space for better interaction of different user groups (healthcare professionals, agencies, Wyeth management, etc).

Project Name: Pfizer - Enbrell Supercharger

Description: The Enbrell Supercharger was a trivia game dedicated to medical sales representatives to enhance their product knowledge and raise their confidence to better promote the brand during doctor visits.

Project Name: iDetails

Enhanced, interactive multimedia iPad presentations for medical sales representatives used on the healthcare professionals visits. The main goal was to increase revenue by presenting Pfizer products using the main features of modern technology.

Project Name: National Healthcare Portal

UX design, prototyping and usability studies on the Slovak national healthcare portal. The project was divided into 2 parts (Healthcare professionals section and the citizens section). The first project in Slovakia, which required specialized usability studies with healthcare professionals.

Project Name: VUB Internet banking redesign (Intesa SanPaolo)

Redesigning and prototyping the Internet banking of the 3rd largest banks in Slovakia. The project included the creation of the brand new mobile banking as well. There were several usability studies conducted during the project duration and the first Slovak mobile usability study took place. The results were presented directly to the board members.

Project Name: T-Mobile self-service portal

Designing the new self-service solution for T-Mobile customers. The main goal is to make all the services available via intuitive web-based interaction for wide range of visitors.

Project Name: T-Mobile eshop release 2

Description: Expanded eshop functionality with all possible T-Mobiles service offerings. The clickable prototype acts like the real site and serves as the functional specification for developers.