

PORTFOLIO

Michal Hempel: selected projects

A selection of projects that I worked on as a UX Lead/Creative Director.

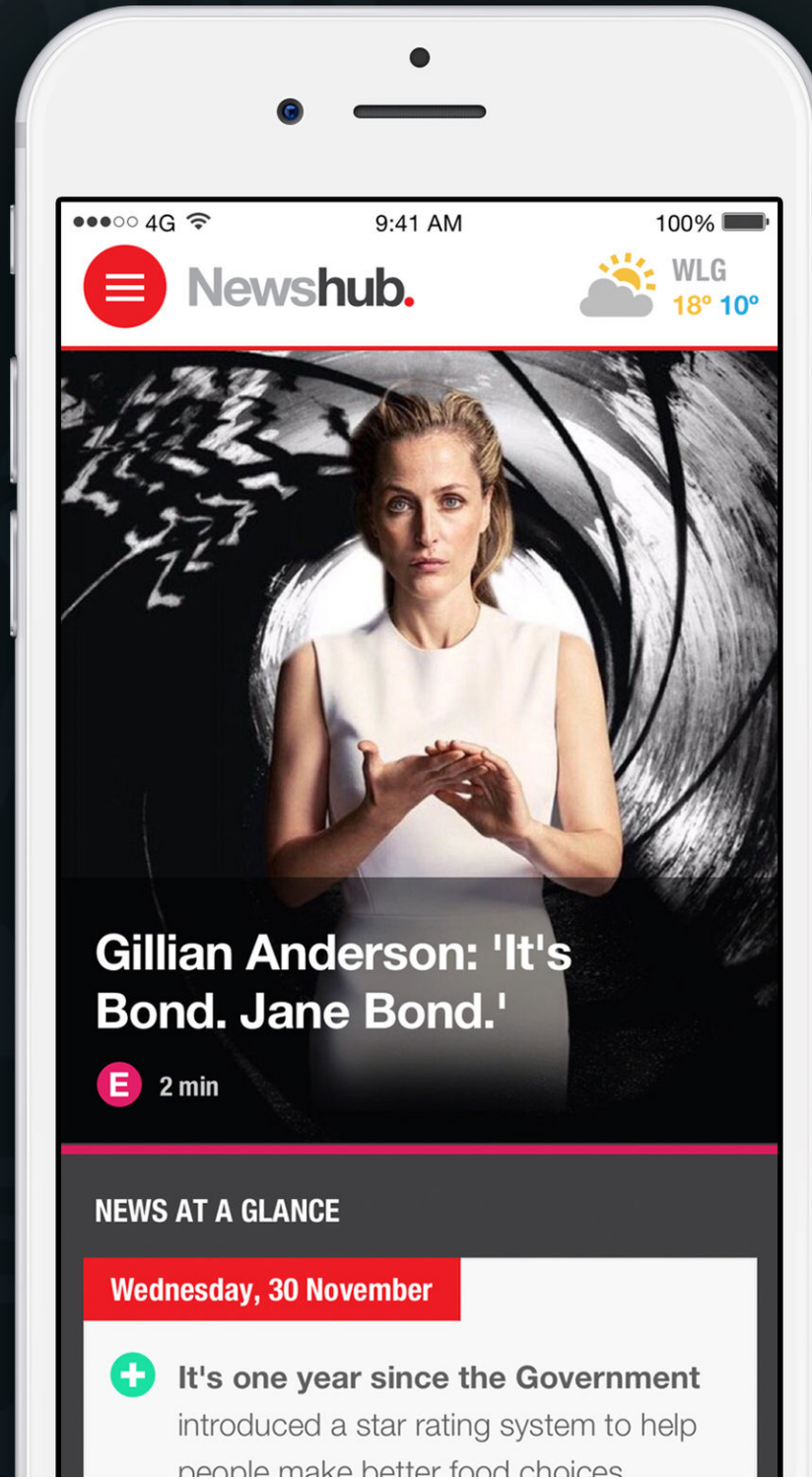
MEDIAWORKS

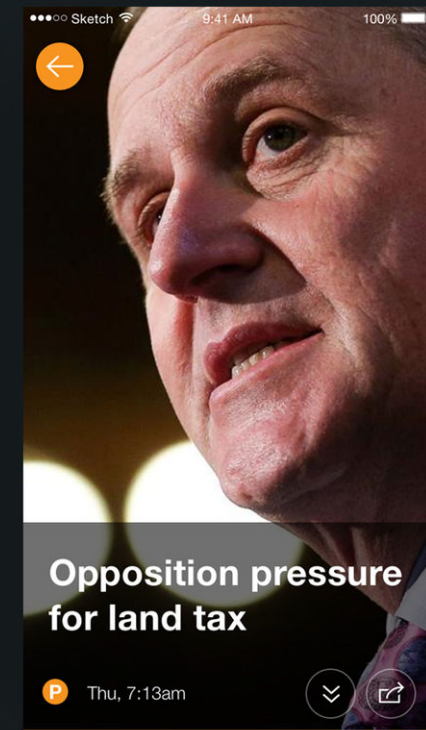
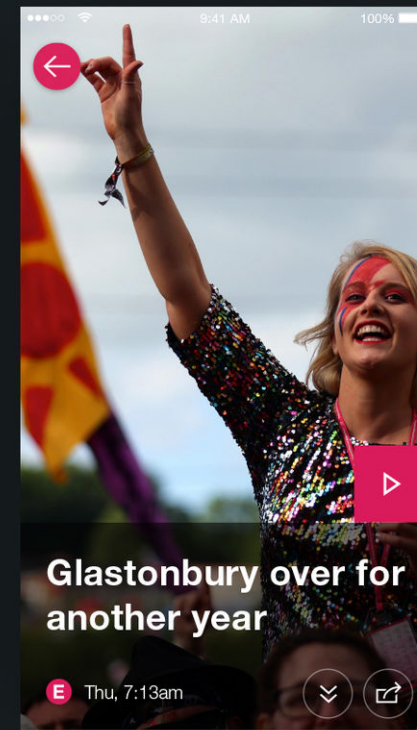
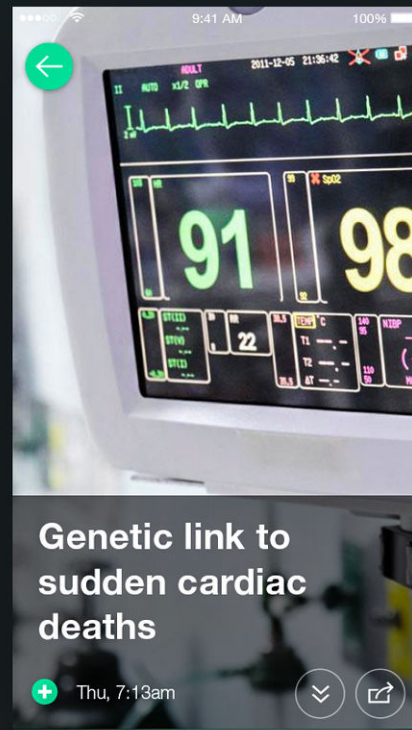
Newshub: snackable news

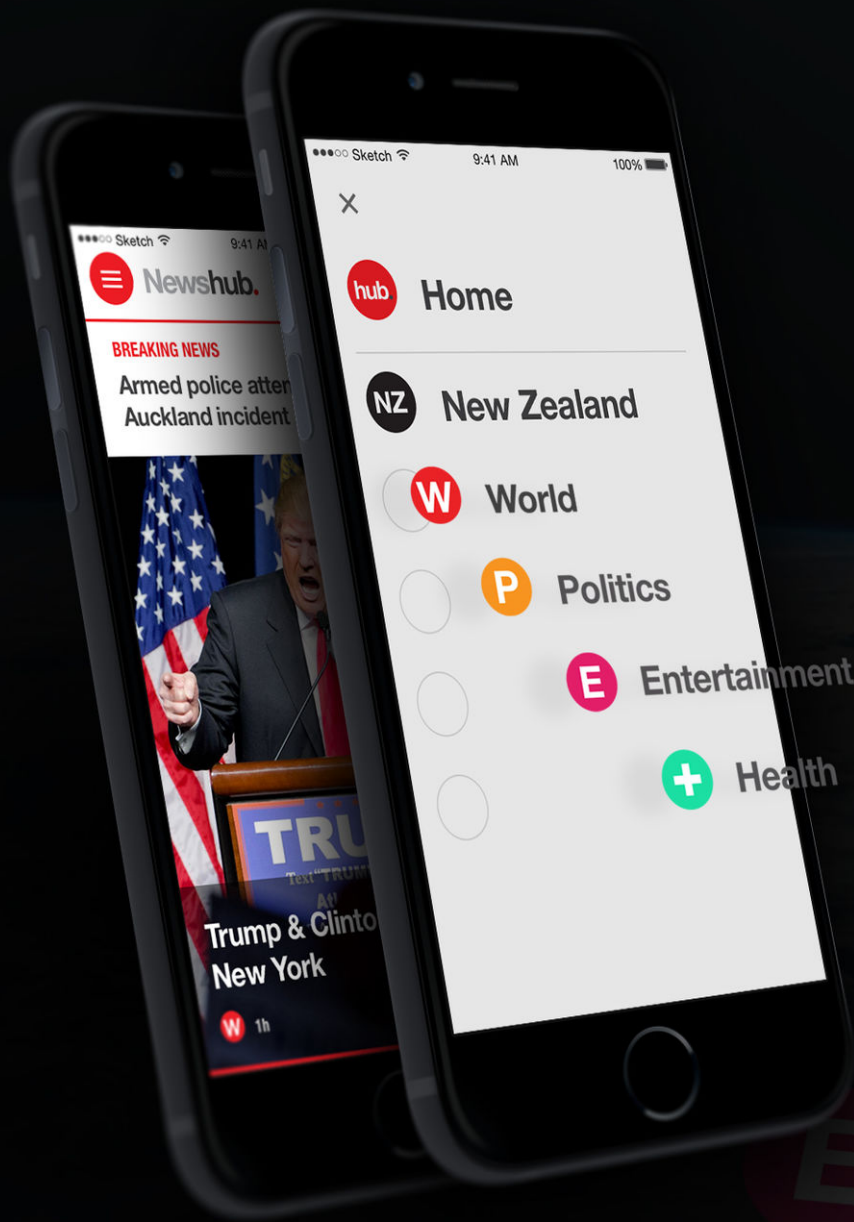
In 2016, I had the pleasure to lead the digital transformation of Mediaworks programme to replatform their entire suite of media sites and apps. The first off the rank was their news experience - Newshub.

As a news strategy, Mediaworks decided to head towards easily digestible content and they needed a new app fast - very fast. The first cut of the design was ready in a matter of weeks. Things of note my team tried in this release were the use of large images, extensive gestural navigation, and rich formatting support for news articles. The 'snackable' news experience was a top priority, changing the way news was browsed, shared and consumed. We achieved this through readable headlines, clear differentiation between categories, and instinctive UX to navigate through and between articles. The app won A 2017 Cannon Media App of the Year Award and exceeded usage targets.

Ultimately as part of the programme we modernised ten media sites and two apps (Newshub and Rova). We designed and implemented a flexible design system enabling MediaWorks to easily roll out new online properties and microsites and to stay in touch with their audience.









**Best Design Awards
Winner 2020**

CO-OPERATIVE BANK

Co-opertative Bank: focus on customers

The Co-operative Bank's digital transformation programme catapulted the bank from a niche player to first-tier contender. The CEO gave us an open-ended brief on this one - "design as if it was your own bank". We took that to heart and decided to take a personalised, user-centric approach to both the bank's app and website, resulting in a more playful, user-friendly product than most banks. Two years and many product releases later, the bank has received multiple awards and commendations for their digital offering including a 2016 Canstar Blue 5 star rating and Value of Design Designers' Institute of NZ Award in 2017 and a consistent 4.5 star rating in the app stores.

Full personalisation

Users are able to fully personalise the app. The images they set for account backgrounds are carried over through to other parts of the application (such as transfer flows).

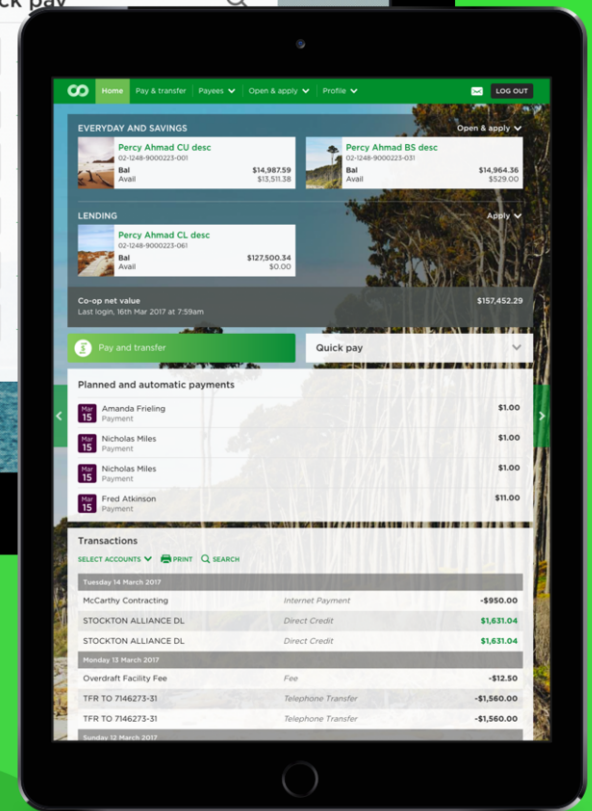
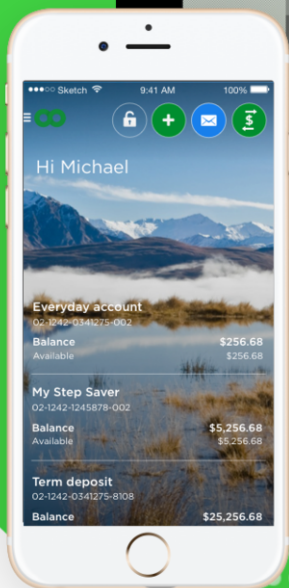
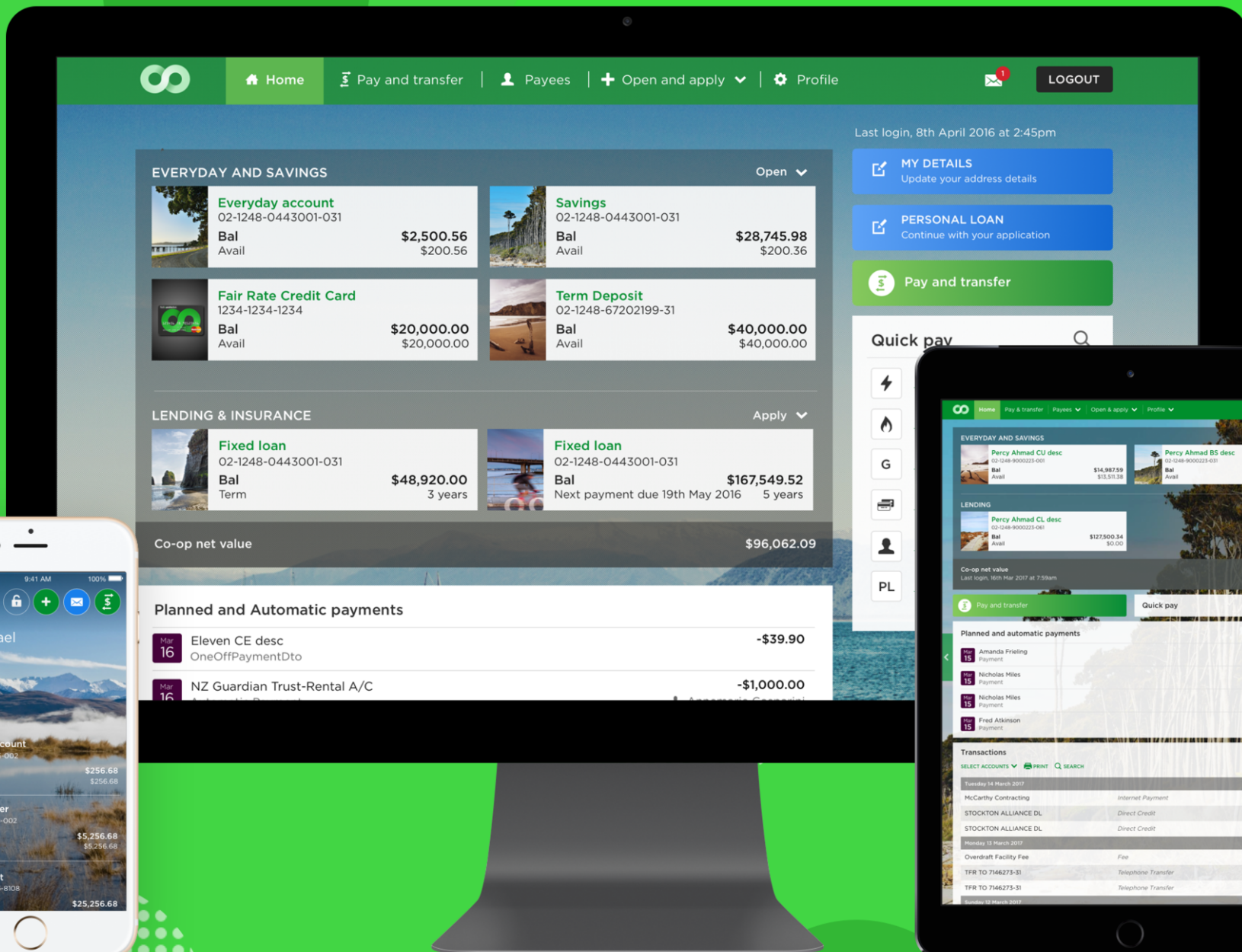
Simple and unified transfer and payment flows
Why other banks separate these is beyond me! We brought both flows back together in a single interface and paired it with a nice and easy payee management system

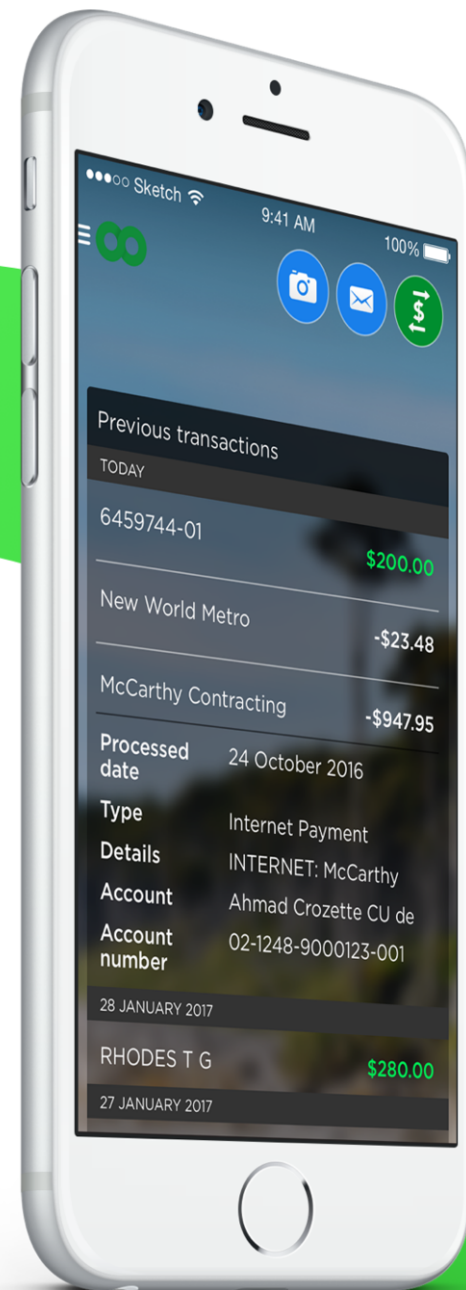
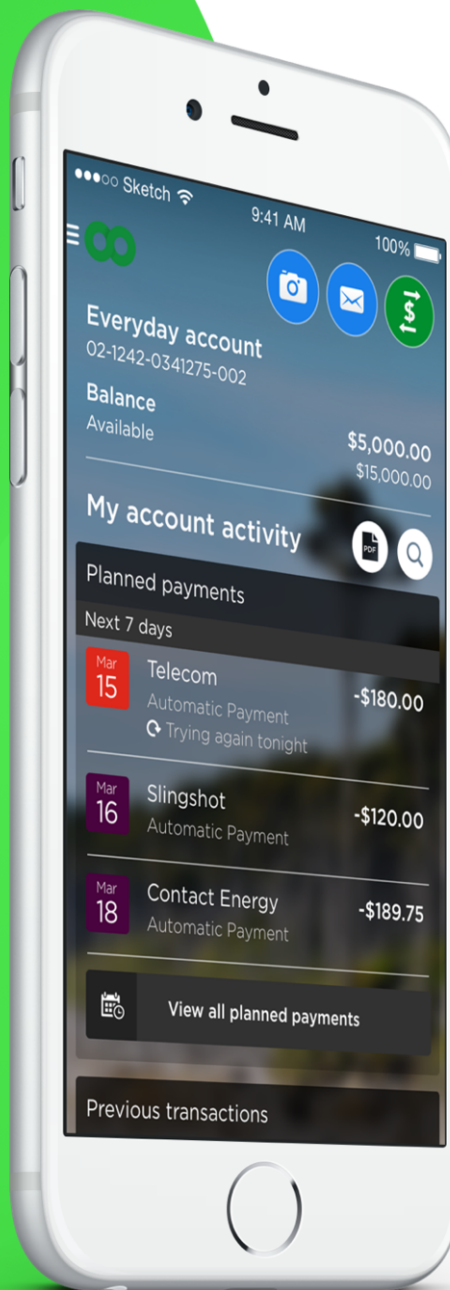
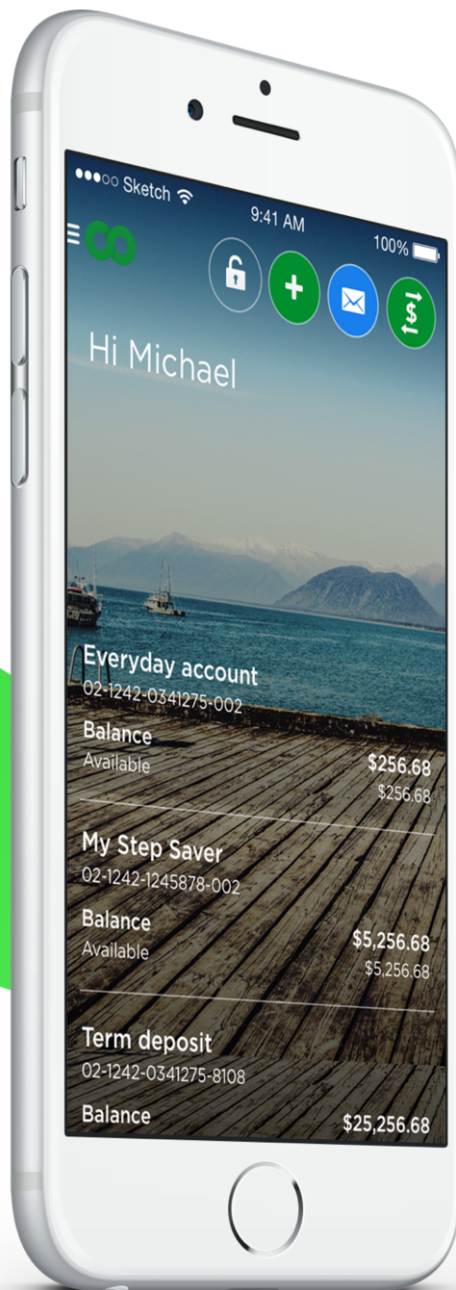
Everything at a glance

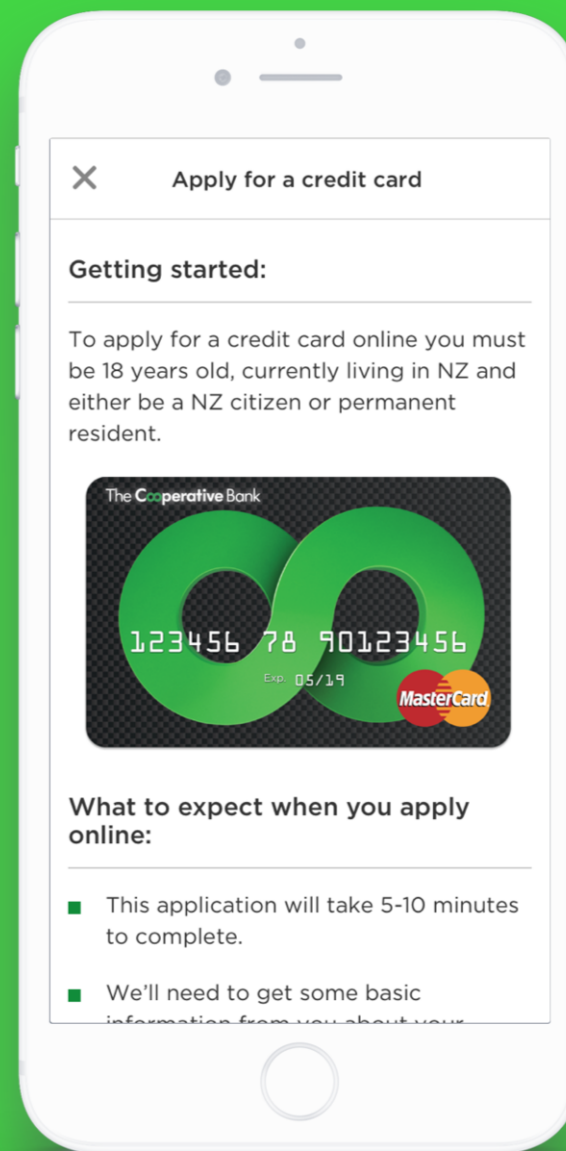
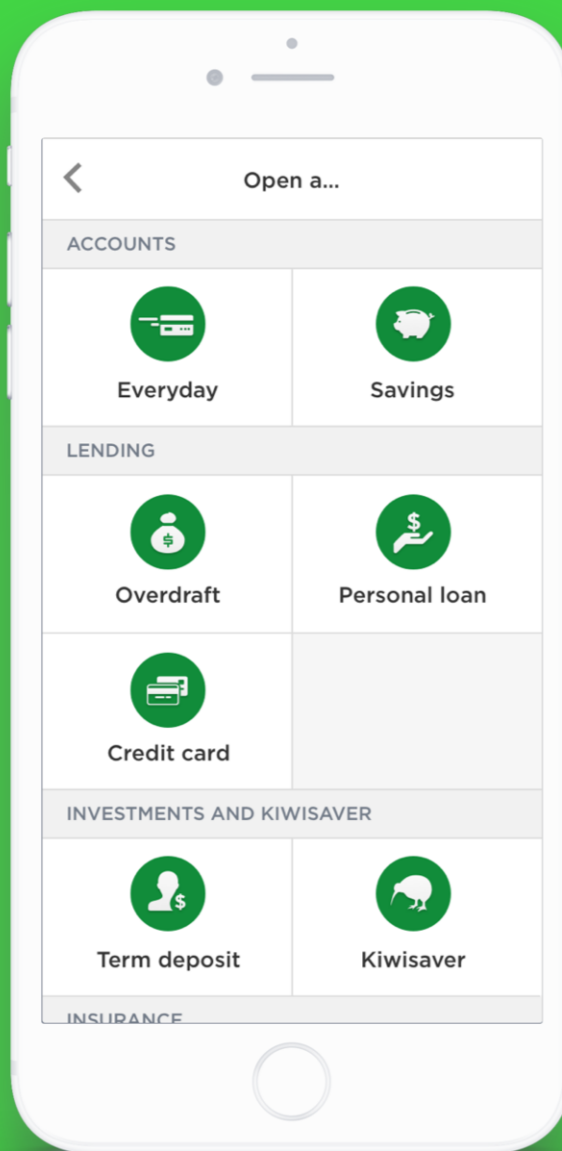
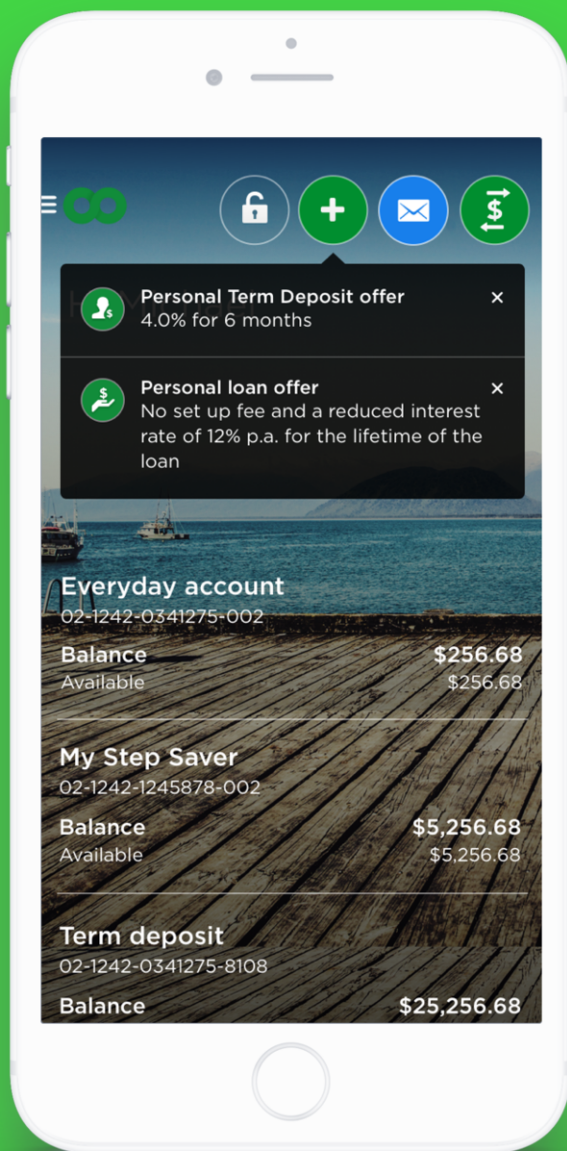
All common functionality is easily accessible - transfers and payments. Future and past transactions are accessed directly from the home page, giving the user an immediate view of their financial position. .

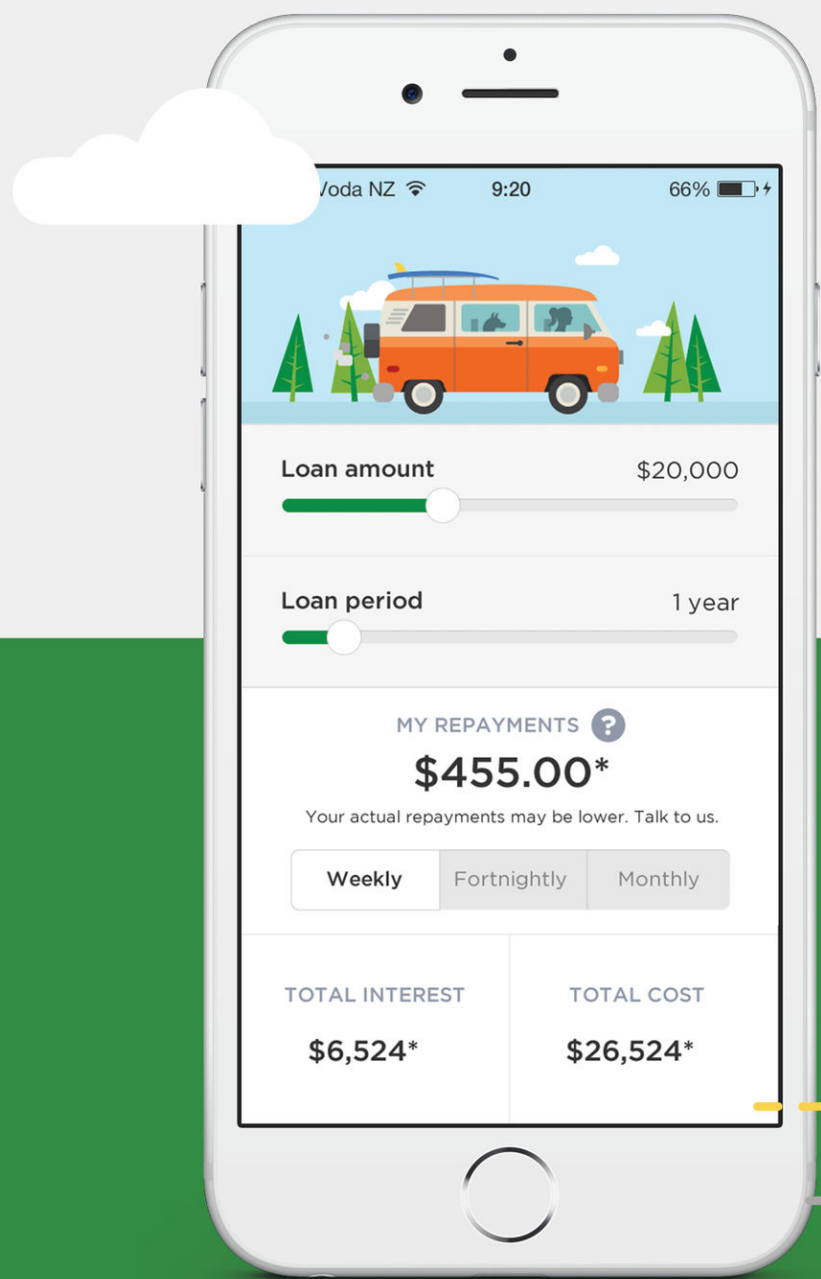
Brand and functionality carries over to desktop

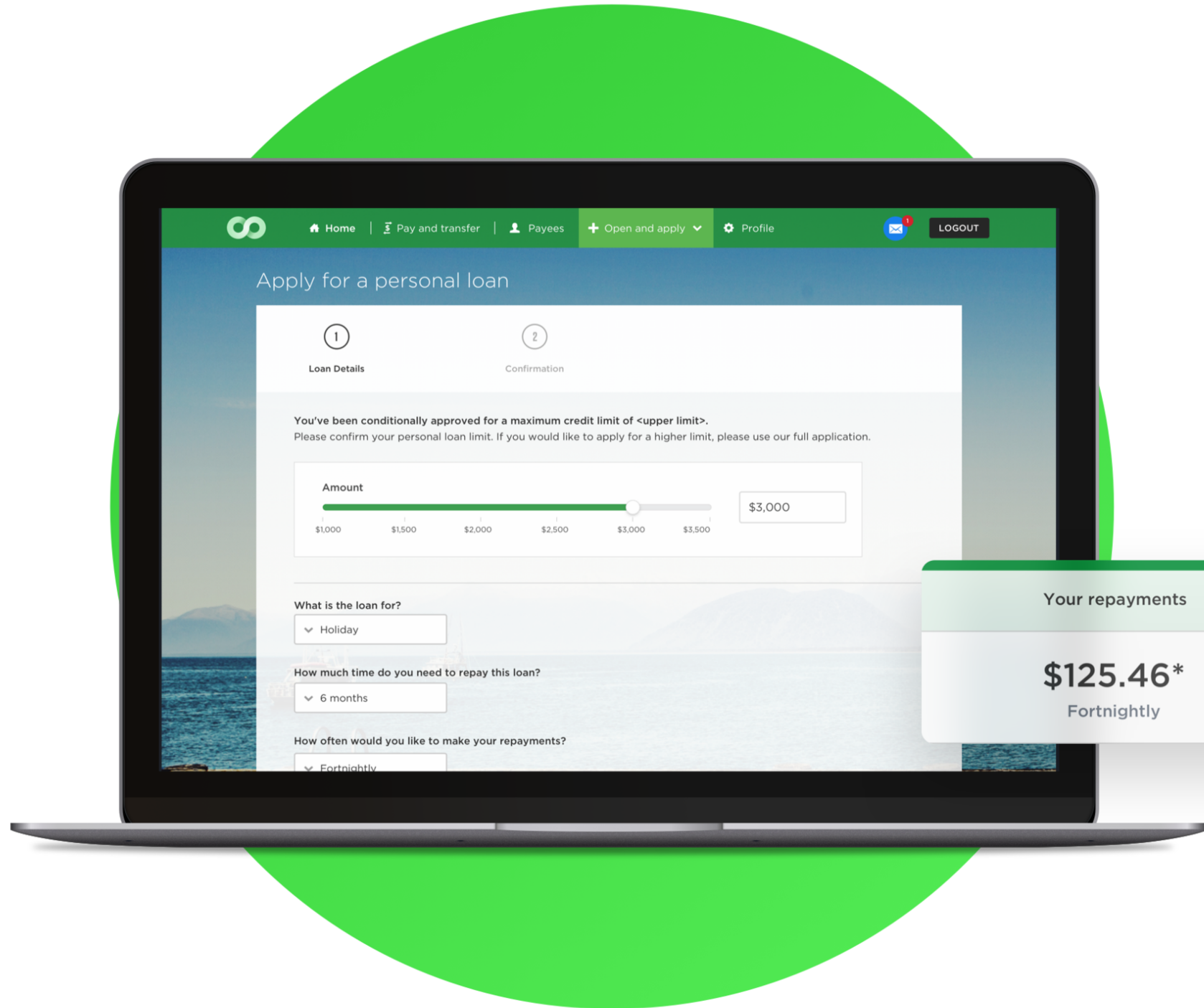
Mobile-first meant that development of online banking followed the app, so we carried over the look and feel for desktop. We also made sure that the ease of use and metaphors developed for the mobile app worked for the browser environment.









[Home](#)[Pay and transfer](#)[Payees](#)[+ Open and apply](#)[Profile](#)[LOGOUT](#)

Apply for a personal loan

1

Loan Details

2

Confirmation

You've been conditionally approved for a maximum credit limit of <upper limit>.
Please confirm your personal loan limit. If you would like to apply for a higher limit, please use our full application.

Amount



\$3,000

What is the loan for?

▼ Holiday

How much time do you need to repay this loan?

▼ 6 months

How often would you like to make your repayments?

▼ Fortnightly

Your repayments

\$125.46*

Fortnightly



Most satisfied customers

Nielsen Mini Financial Tracker
March, 2017



MINISTRY OF SOCIAL DEVELOPMENT

myMSD: re-imagining self service

I love the real-life impact simple service design can make, coupled with an elegant online solution- especially when working on self-service portals. So it was especially exciting to meet the challenge posed by the redesign project for the Ministry of Social Development's portals StudyLink and myMSD. That challenge was not limited to providing an elegant online solution but also to improving the public's perception of these organisations.

The Ministry's self-service portals cater for around 2 million New Zealanders. Users can track social security and pension payments, make appointments with counselors, manage their student loans and applications and apply for social assistance. Users often access these services through mobile channels - and under stressful circumstances. The design needed to respect these needs, put people at ease, and make their interactions with the "faceless bureaucracy" of MSD brief and efficient, approachable and helpful.

To start us off, we developed a new visual language for MSD, a new online brand, which was aimed at putting people at ease and making it simple and efficient to interact with the Ministry. We followed that with hours of user workshops and tested prototypes to simplify the language and business processes.

The result was an astonishingly simple and efficient portal which - for the first time ever in the digital life of the Ministry - received positive feedback from users. Features such as PIN login and user dashboards expanded the menu of self-service options and ensured that users abandoned the existing WINZ service for the new portal in droves, exceeding all adoption targets.



Check your Work and Income or MSD payments, manage your appointments and tell us about any changes easily using MyMSD

Smartphone screen showing the MyMSD app interface. The screen displays a welcome message, a client number, and a list of services: Manage your appointments, Declare weekly wages, Check your payment details, and Real-time payment card information. A calendar snippet shows the date 24.

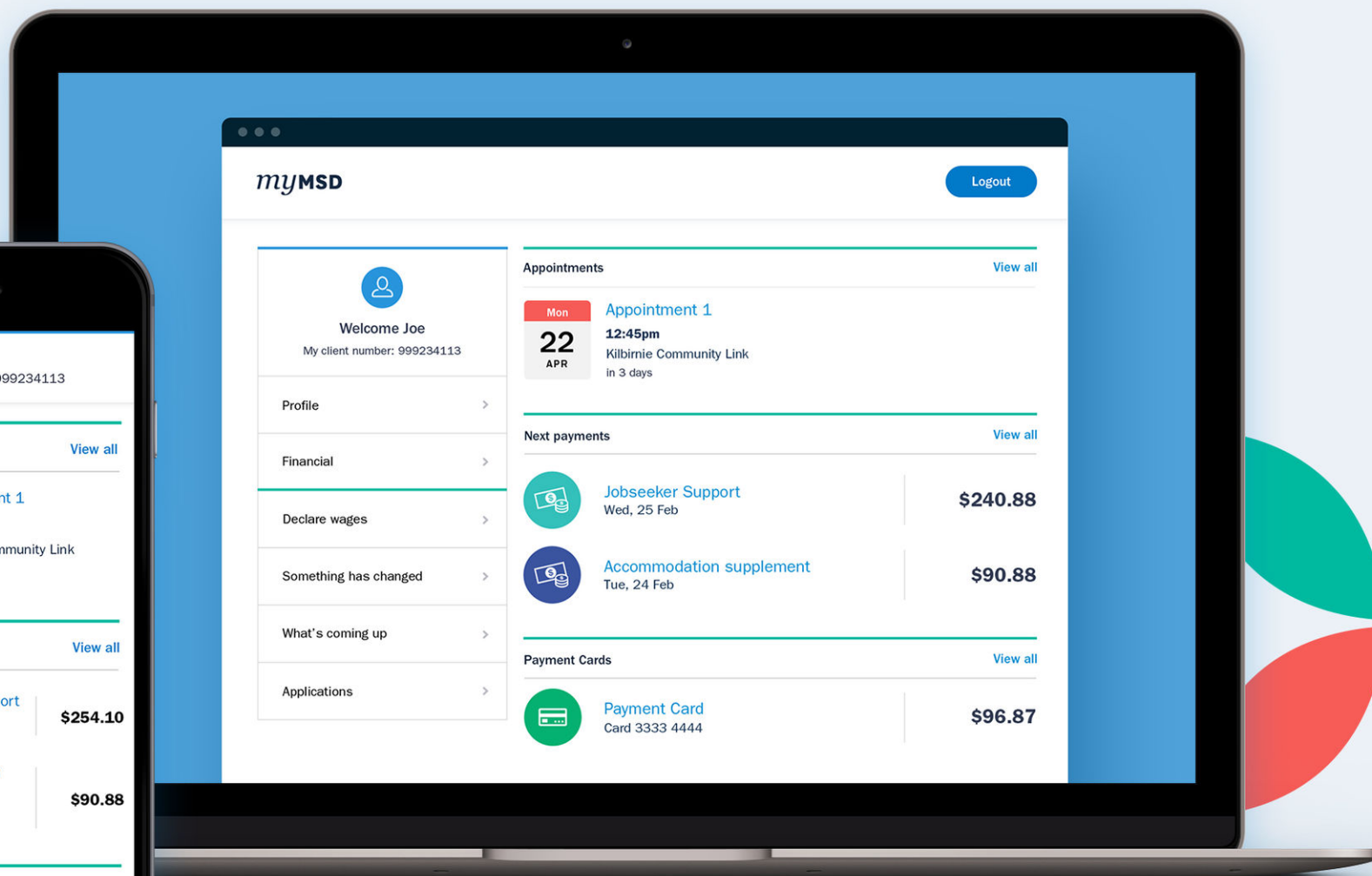
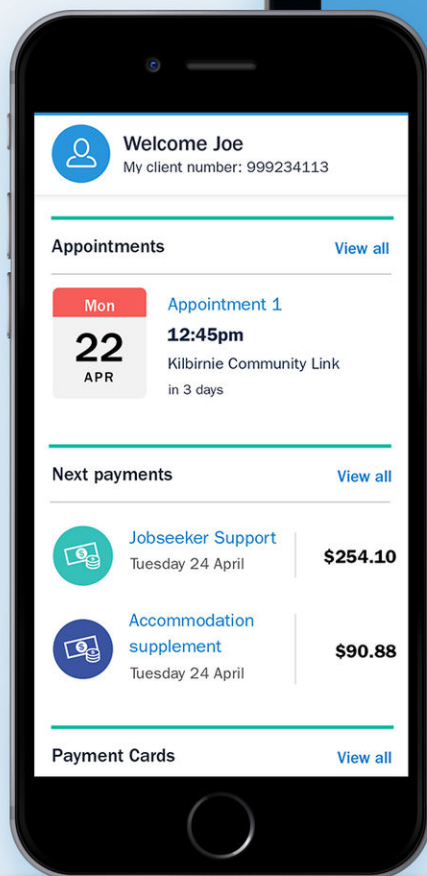
Register for MyMSD

OR

Login

You can use your My Account login

New to Work and Income or MSD?
Apply for assistance online at workandincome.govt.nz



**\$472.62**

weekly from Fri, 9 Oct

Changes made in the last 5 days may not yet show.

[Declare a change in wages](#)

Your income details

Earnings	\$366.00
23 hours	

Earnings	\$60.00
----------	---------

Other sources of income

If you want to change any of the following income details you will need to [contact us](#).

Interest	\$5.66
----------	--------

ACC	\$40.76
-----	---------

Other	\$0.20
-------	--------

Total income	\$472.62
---------------------	-----------------

All appointments

Friday 20 May 2016	>
Topic 1 appointment	

Thursday 26 May 2016	>
Topic 2 appointment	

Wednesday 18 May 2016	>
Topic 3 appointment	

Fri
20
MAYTopic 1 appointment
4:30pm
Wellington/Wellington Super[I can't make it](#)

This appointment was created for the following reasons

- Appointment for changing children
- Appointment for changing partner

What to bring to your appointment

Add a child

- A completed Child Inclusion form ([download it from our website](#) or call 0800 559 009 to get a paper copy)
- Proof of when your child came into your care
- Documents listed in the form

Add a partner

- Identification for you and your partner
- A completed Partner form ([download it from our website](#))

Remove a partner

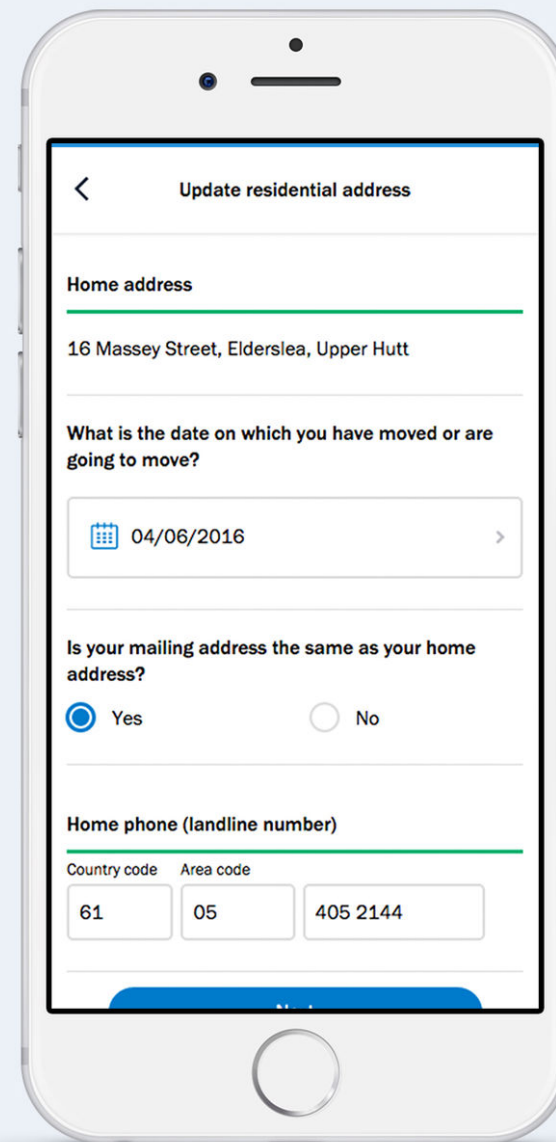
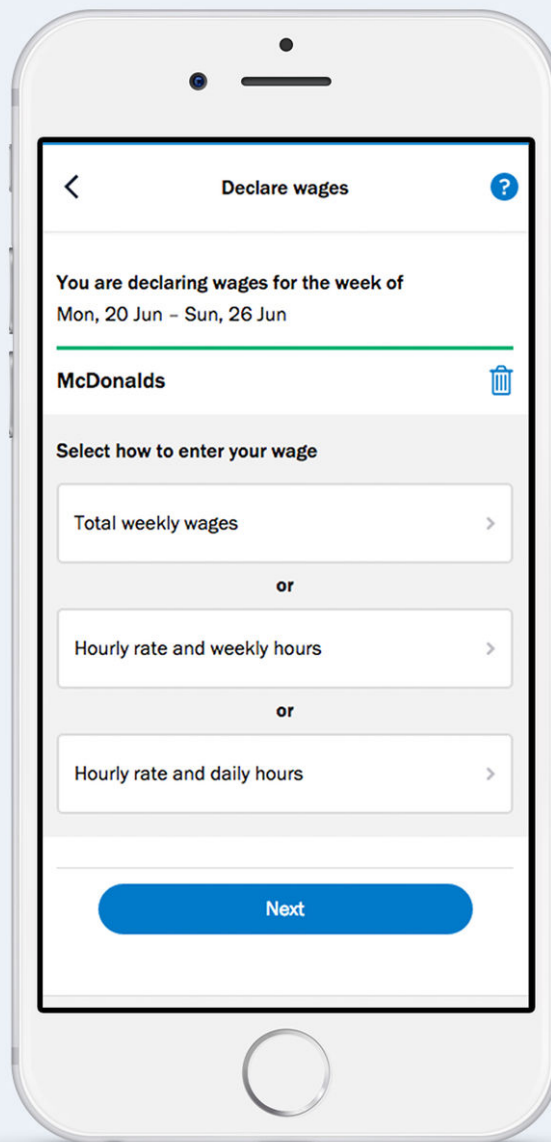
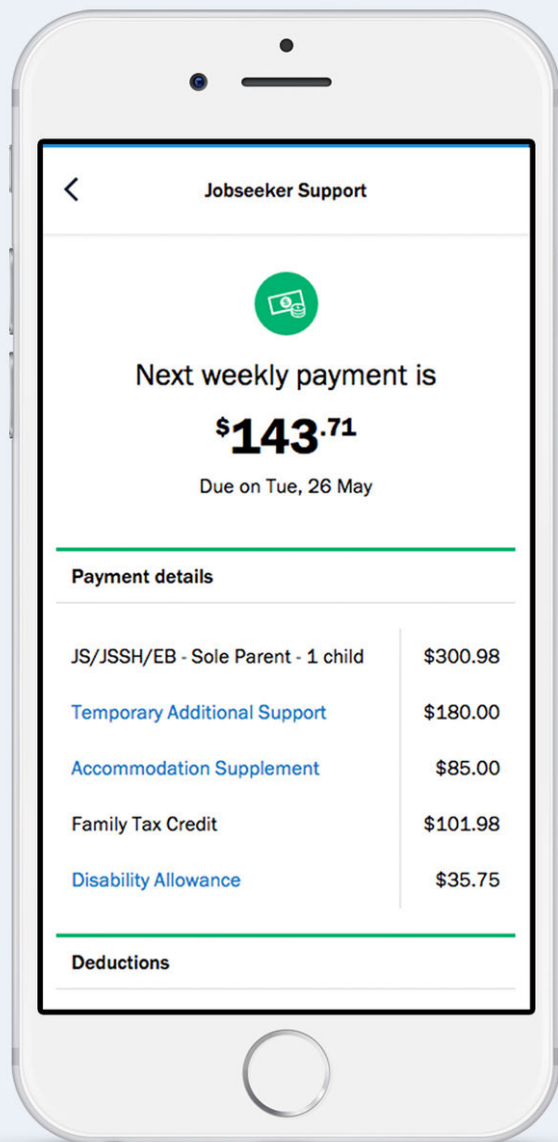
- Identification for you and your partner
- A completed Partner form ([download it from our website](#))

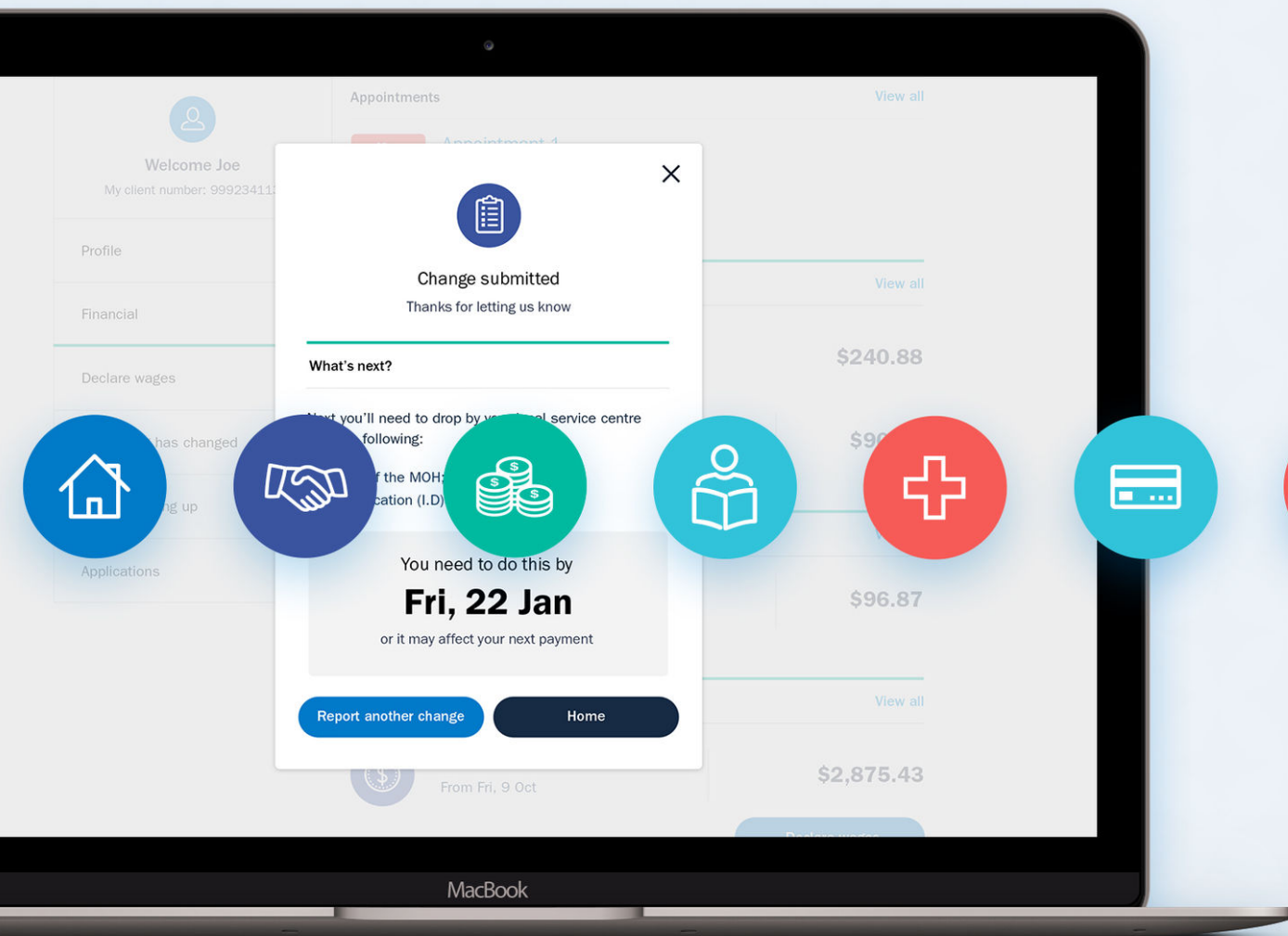
Meeting with

John

Where

Wellington/Wellington Super
1 Willis Street





METSERVICE

Metservice: personalise weather

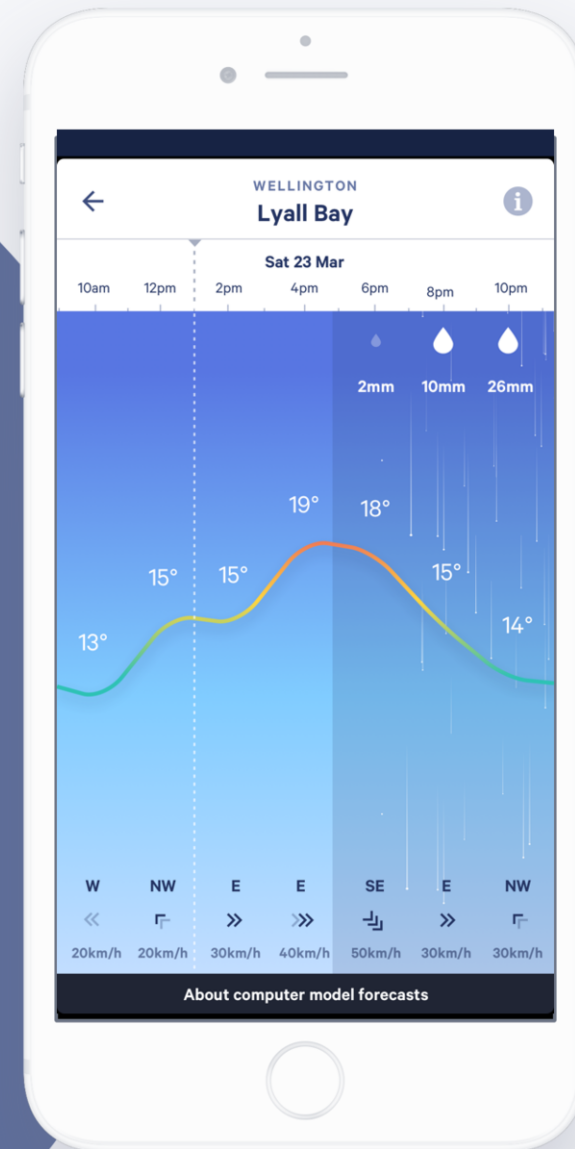
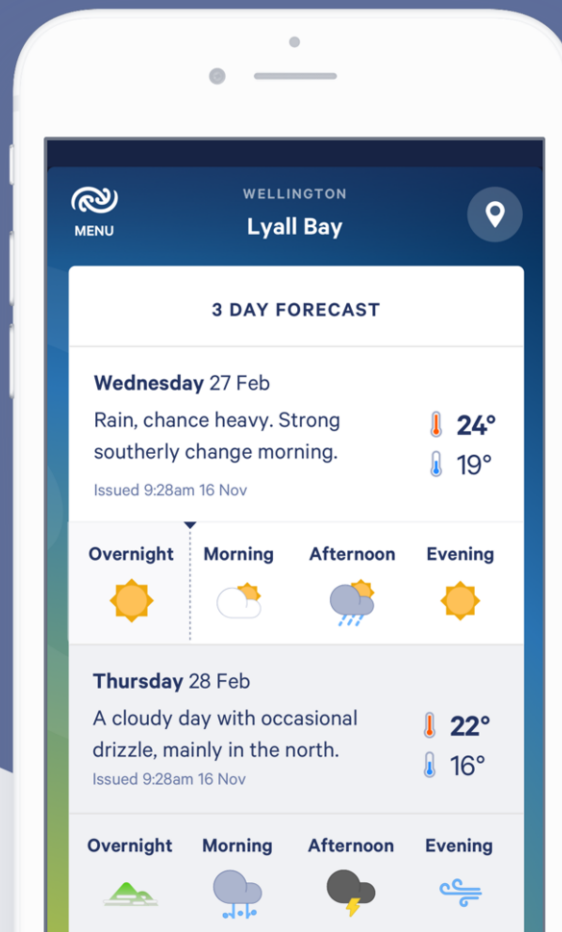
The Metservice app and website are among the most popular in New Zealand, with millions of visits a week. The key challenge in delivering this redesign came from the fact that despite being our national forecaster, Metservice also needs to make money.

My team addressed this by ensuring its users gained new features and much greater control over what they would like to see in the app. The weather feed and features are now completely customisable and so are forecast locations.

The work I have done on this app also informed interactivity principles and brand adjustment for the Metservice main site

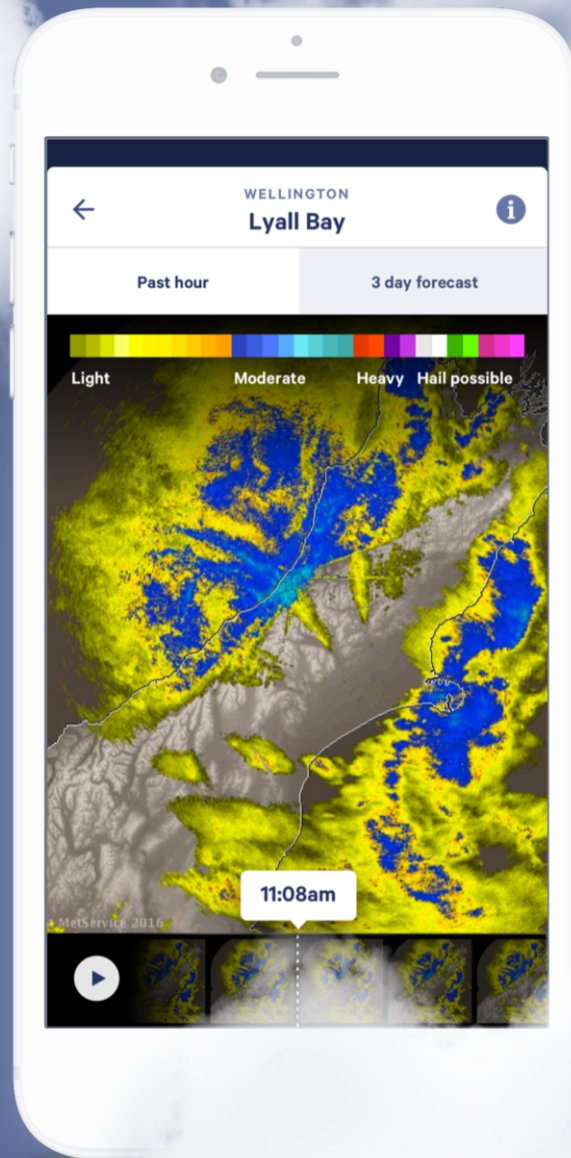
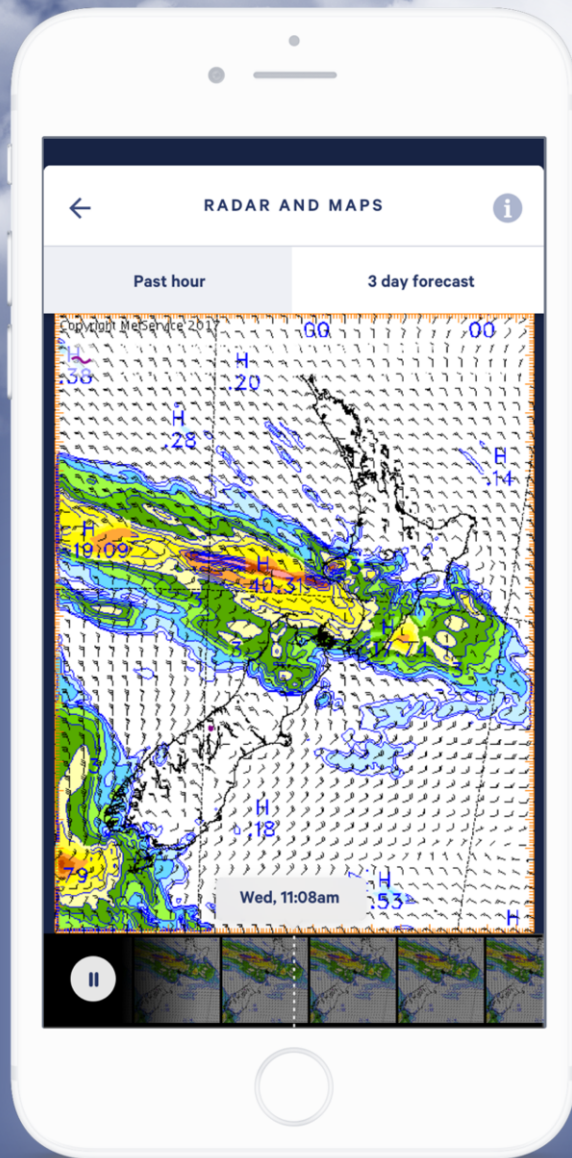
PLAN FURTHER AHEAD

With 3 day forecasts you can always be prepared for what the weather might throw at you.



GET DETAILED FORECASTS

The 48 hour forecast details the temperature, rain intensity, and wind strength expected over the next two days.



REAL TIME RAIN RADAR

A revised rain radar with gestural navigation, map zoom and the auto play feature.



TRAFFIC CAMS

Mt Victoria Tunnel
Warning text from NZTA

SH1, Johnsonville, overlooking motorway at the top of Ngauranga ...

Haywards Hill Rd Intersection

MORE CAMS

SUN AND MOON

Sunrise 5:50am

UV Risk 12:50am to 12:20pm

Sunset 5:50pm

Wear sunscreen, even on cloudy days.

SUN AND MOON DETAILS

3 DAY FORECAST

Friday 27 Feb
Rain, chance heavy. Strong southerly change morning.
Issued 9:28am 16 Nov

Overnight **Morning** **Afternoon** **Evening**

Friday 27 Feb
Rain, chance heavy. Strong southerly change morning.
Issued 9:28am 16 Nov

Overnight **Morning** **Afternoon** **Evening**

Friday 27 Feb
Scattered showers clearing to a sunny day.
Issued 9:28am 16 Nov

10 DAY FORECAST



Morning **Afternoon** **Evening**

Mostly sunny, but a chance of a shower about the Hutt Valley this afternoon. Northerly gusts.
9:28am 16 Nov

CURRENT CONDITIONS

Feels like 16.7°

Wind Light 7km/h NE

Humidity 40%

Pressure 1009hPA

ALL OBSERVATIONS

METSERVICE TV

National Weather for Fri 20th January

MORE VIDEOS

CREATE YOUR OWN FORECAST

Personalisation features allow users to build their own forecast page for each location.





A bronze award pin, which is a circular badge with the word "Bronze." written in white, slanted text.

Bronze.

**Best Design Awards
Winner 2020**

VTNZ

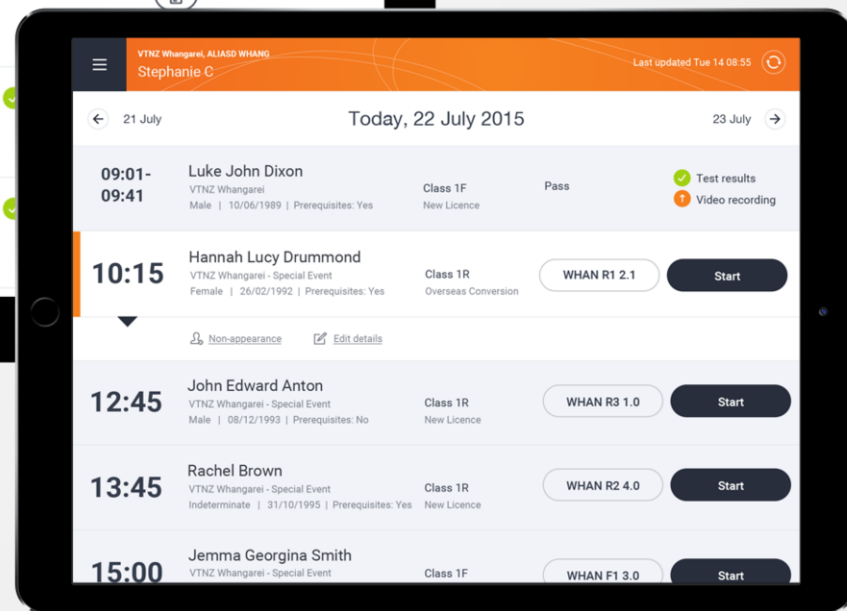
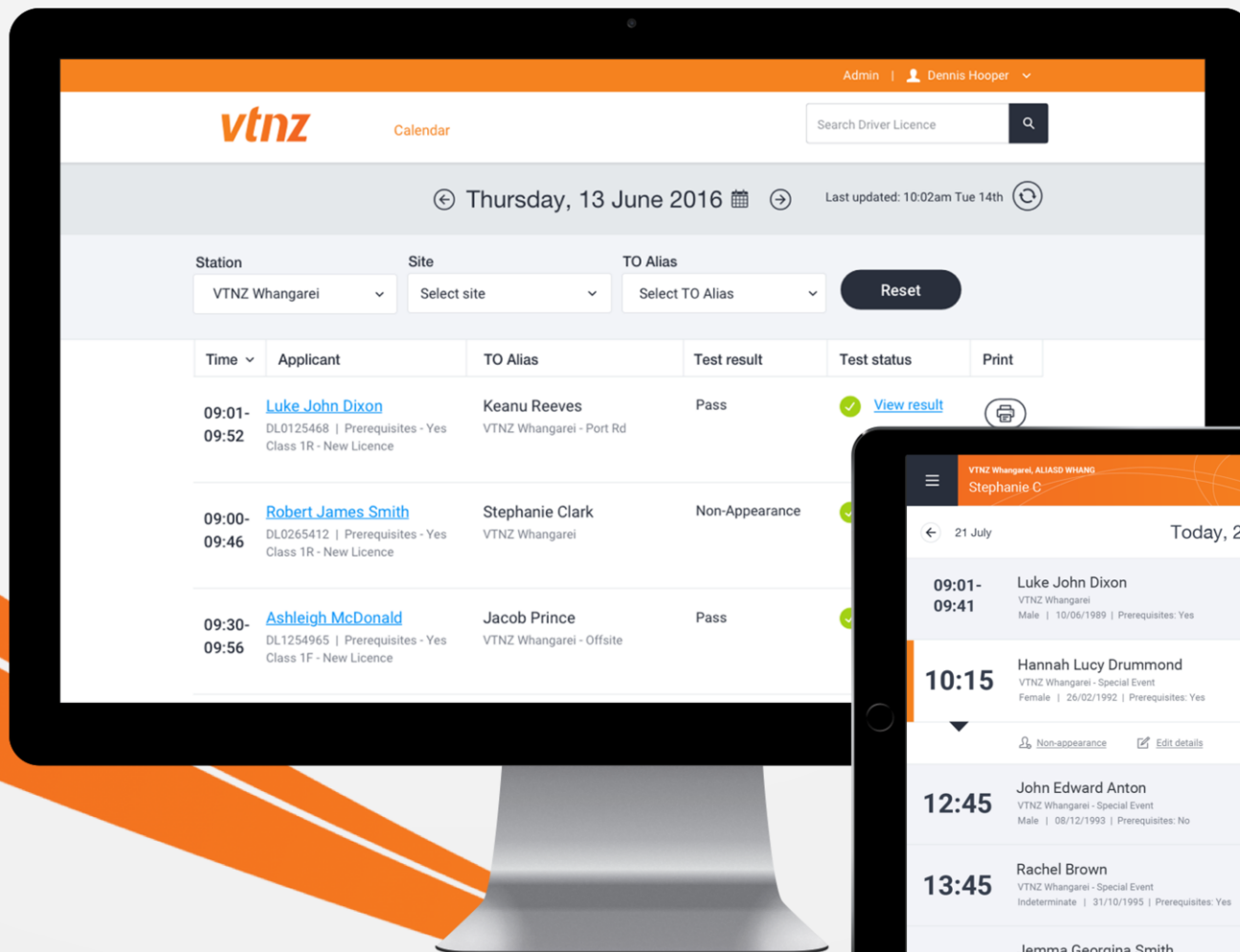
Driving tests: from paper to digital

Work-specific apps pose the deeply satisfying challenge of making someone's day easier and simpler. They also require deep thinking and empathy with the user, due to the specificity of problems needing solving. In the cases below they varied from making a tablet waterproof (best solution - ziploc bag!) to designing for the big fingers of driver testing officers.

This simple and elegant tablet app replaced a paper version of the standard Driver Test in New Zealand. The project was a strategic release aimed at modernising VTNZ workspaces and providing seamless integration with NZTA back-end systems. As such it was paramount for VTNZ that the programme was successful with the users - driving assessors. To win the hearts of this tough crowd the app needed to be safe, simple and ergonomic, as the safety of both the driver and the instructor depended on it.

It meant only one thing - a lot of prototyping and in-the-field testing. I spent quite a few hours in the backs of cars, driving around with assessors and watching and filming them interacting with the app, then ironing out the kinks, swapping buttons around, testing and re-testing. In the workplace we established a "champions" programme, recruiting well-respected assessors to spread the word about the new way of working to their colleagues.

The result was very satisfying: we created an app that was faster and more efficient to use, saved time and greatly improved the customer experience of the people taking the test. The app was also recognised with a Bronze Pin at the Best Design Awards.



Date of test: / / Test route: Identification number: / /

Surname/family name: / Date of birth: / /

First name(s): /

Driver licence number: / Expiry date: / / Licence conditions checked and complied with: ☐

I state that, to the best of my knowledge and belief, I am legally entitled to drive and that I am not disqualified from holding or obtaining a driver licence, and that my driver licence is not suspended, cancelled or revoked.

Signature of applicant: / Transmission: ☐ Automatic ☐ Manual

Registration number: / Start time: : Finish time: : /

Testing Officer name: / Testing Officer signature: /

Stage One result: ☐ Pass ☐ Fail ☐ Immediate Failure Error

Overall result: ☐ Pass ☐ Fail ☐ Immediate Failure Error

☒ Vehicle ☐ Licence/person ☐ Non-appearance ☒ Incomplete

Applicant feedback - reason for failure (if appropriate)

IMPROVEMENT NEEDED

Group of driving skills	What needs improvement	
Control	<input type="checkbox"/> Starting the car	
	<input type="checkbox"/> Using the handbrake	
	<input type="checkbox"/> Using gears and clutch	
	<input type="checkbox"/> Steering	
	<input type="checkbox"/> Braking	
Observation	<input type="checkbox"/> Acceleration	
	<input type="checkbox"/> Using your mirrors	
	<input type="checkbox"/> Watching other road users	
	<input type="checkbox"/> Doing headchecks	
	<input type="checkbox"/> When exiting roundabout	
Signalling	<input type="checkbox"/> When turning	
	<input type="checkbox"/> When diverging	
	<input type="checkbox"/> When stopped	
	<input type="checkbox"/> Keeping a safe following distance	
	<input type="checkbox"/> Keeping a safe clearance on each side	
Positioning the car	<input type="checkbox"/> Gap selection	
	<input type="checkbox"/> Judging gaps in traffic	
	<input type="checkbox"/> Choosing a safe, legal speed for the traffic conditions	
	Speed choice	

Pre-test check
Luke Dixon

Applicant details

Applicant name
Luke John Dixon

Licence number
DJ872713

Date of birth
08/09/1990

Test type
Class 1F (Full)

Prerequisites
Yes

Application type
DL New Licence/Class

Would you like to receive your test results by email?
☒ Yes ☐ No

Email to receive test results
luke.dixon@gmail.com

Your signature
I, **Luke John Dixon**, state that, to the best of my knowledge and belief, I am legally entitled to drive and that I am not disqualified from holding or obtaining a driver licence, and that my driver licence is not suspended, cancelled or revoked.

Will a support person be accompanying you during the test?
☒ Yes ☐ No

Name
Helen Dixon

Phone number
021 123 4567

Back Next



VTNZ Whangarei - Port Road
Stephanie C

Last updated Tue 14 8:55am

21 July

Today, 22 July 2015

23 July

09:01-09:41

Luke John Dixon
VTNZ Whangarei
Male | 10/06/1989 | Prerequisites: Yes

Class 1F

Pass

Submitted

10:18-10:54

Hannah Lucy Drummond
VTNZ Whangarei - Special Event
Female | 26/02/1992 | Prerequisites: Yes

Class 1F

Vehicle

Submitted

12:45

John Edward Anton
VTNZ Whangarei - Special Event
Male | 08/12/1993 | Prerequisites: No

Class 1R

LEV R1 2.0

Start

13:45

Rachel Brown
VTNZ Whangarei - Special Event

Class 1R

LEV R1 2.0

Start

Non-appearance

Edit details

For example when you are turning right at an intersection facing a Give Way sign, you might say: "there is a car coming from the left, I am giving way to it"
Or when diving straight you might say "there are oncoming vehicles, I am keeping left"

Do you have any questions?

Back

Commence drive

Stage A - Luke Dixon
3 Y | 1 N | 0 N/A | 1 CE

3 After turn into Cellar Ct
At the end of the street, turn left
On Cellar Ct at Hobsonville Rd

Critical error

3 Left turn 3B
On Cellar Ct at Hobsonville Rd

4 Merge
On Hobsonville Rd at Don Buck Rd

5 U-turn
On Don Buck Rd at Beauchamp Dr

6 Right turn
On Beauchamp Dr at Royal Rd

7 Right turn 2A
On Royal Rd at Kemp Rd

8 U-turn
On Don Buck Rd at Beauchamp Dr

Stage B

Items & tasks

Hazard detection & response

Obs

Signal

Gap sel

HD

HR

Notes & errors

CE Too fast | Roadworks (56/50)

Back

Next

Pre-test check
Luke Dixon

Applicant details

vtnz

TRANSPORT AGENCY

Applicant name
Luke John Dixon

Would you like to receive your test results electronically?
☒ Yes ☐ No

Email to receive test results
luke.dixon@gmail.com

Licence number
DJ872713

Date of birth
08/09/1990

Test type
Class 1F (Full)

Prerequisites
Yes

Application type
DL New Licence/Class

Your signature
I state that, to the best of my knowledge and belief, I am legally entitled to drive and that I am not disqualified from holding or obtaining a driver licence, and that my driver licence is not suspended, cancelled or revoked.

Will a support person be accompanying you during the test?
☒ Yes ☐ No

Back

Next

SUMMARY
Luke Dixon

Test summary

Y N N/A CE

Pass

Total 52 4 5 0

Stage 1A 8 2 1 0

Stage 1B 10 0 1 0

Stage 2A 12 1 0 0

Stage 2B 6 0 0 0

Stage 2C 7 0 0 0

Stage 2D 5 0 1 0

Stage 2E 8 1 2 0

Stage 1 result Pass

Overall result Pass

Applicant feedback

Observation Headcheck | Merging

Signal Incorrect signal | At Roundabout

Signal Short signal | Too late

Low speed manoeuvre

Parallel park Stage 1B Row 19

Improvement needed

Add improvement

Instructions
Luke Dixon

Hazard detection and response

Example hazards

Do you wish to remove hazard detection and response for this test?
☐ Yes ☒ No

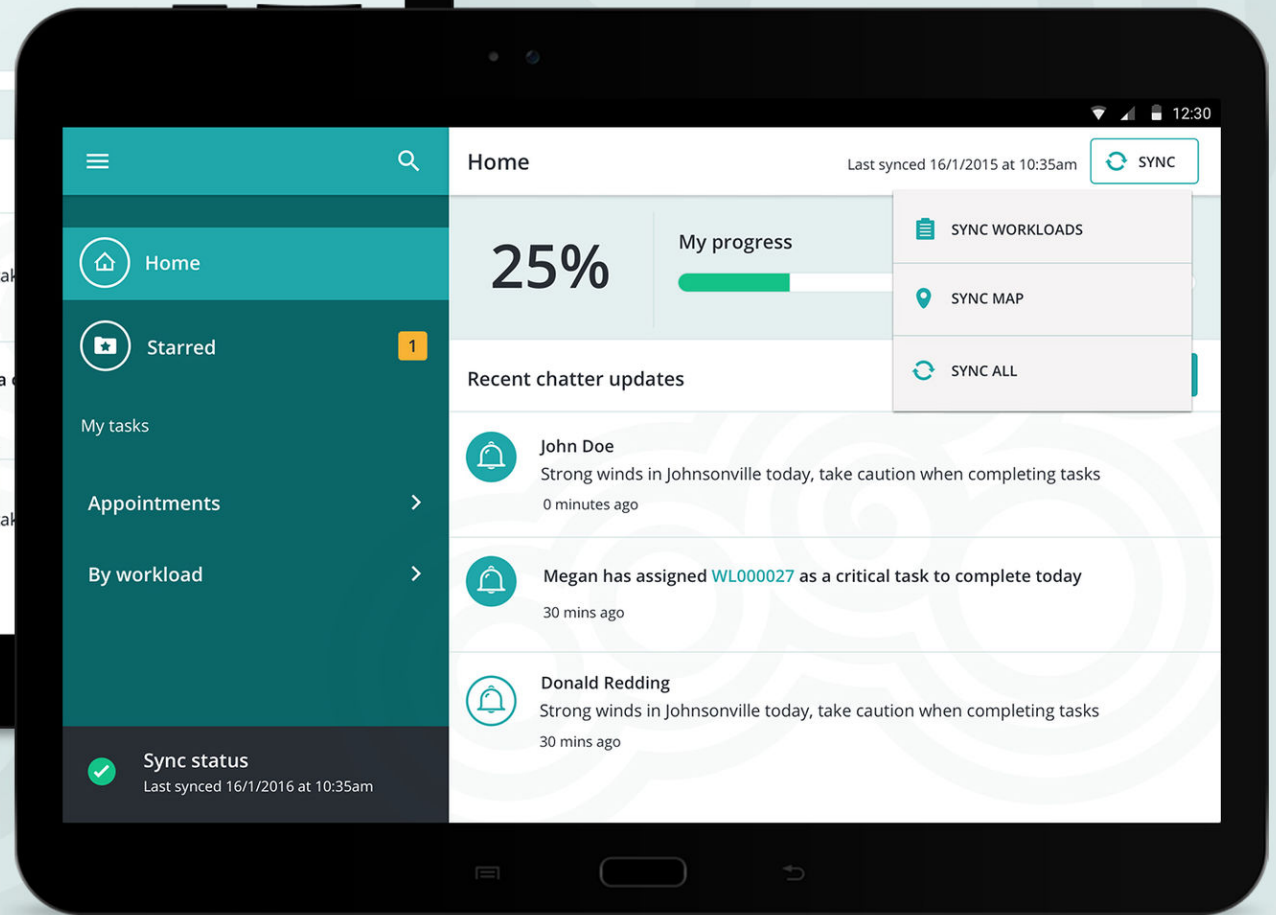
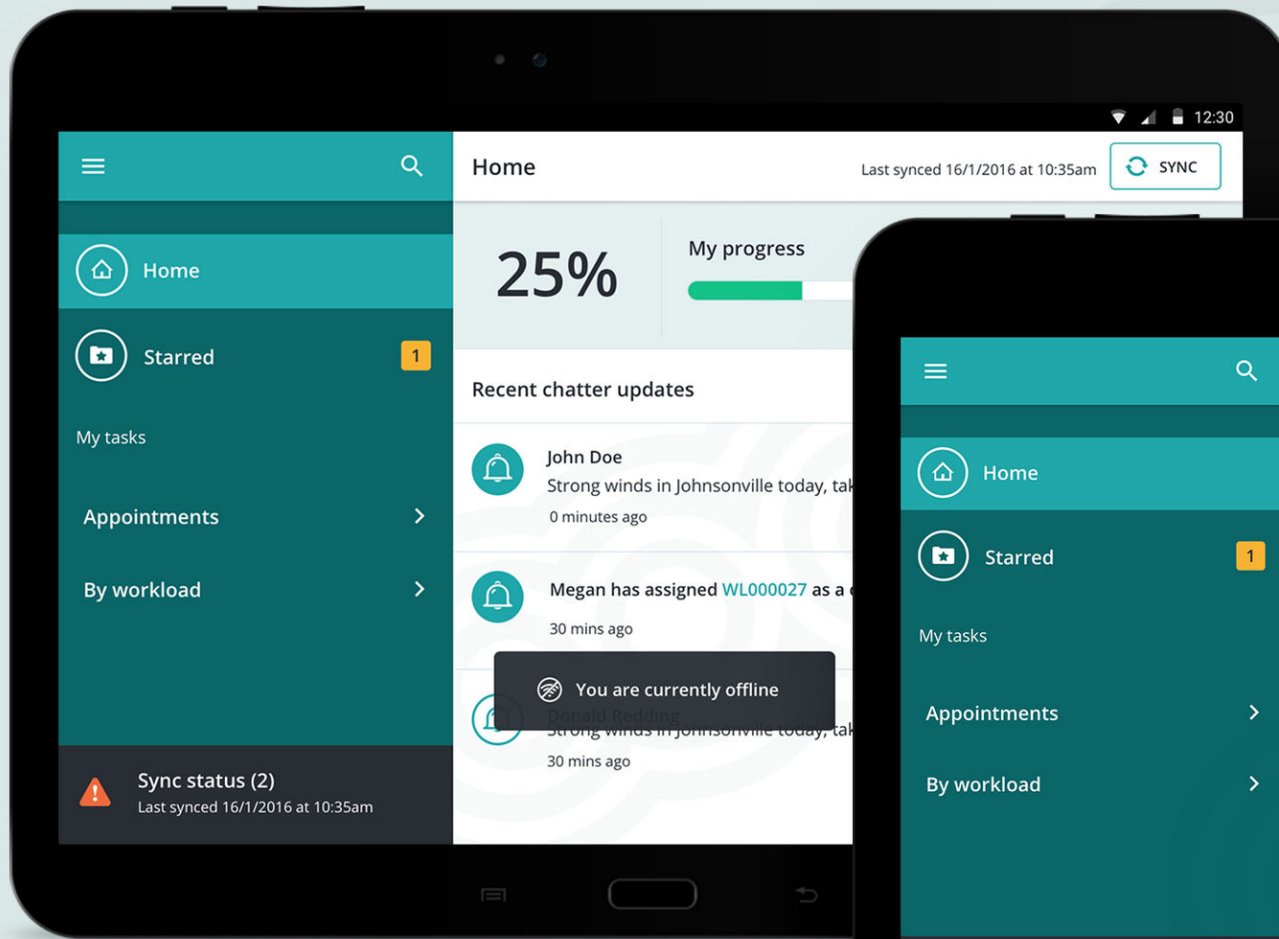
Hazard detection and response briefing. Please read aloud.

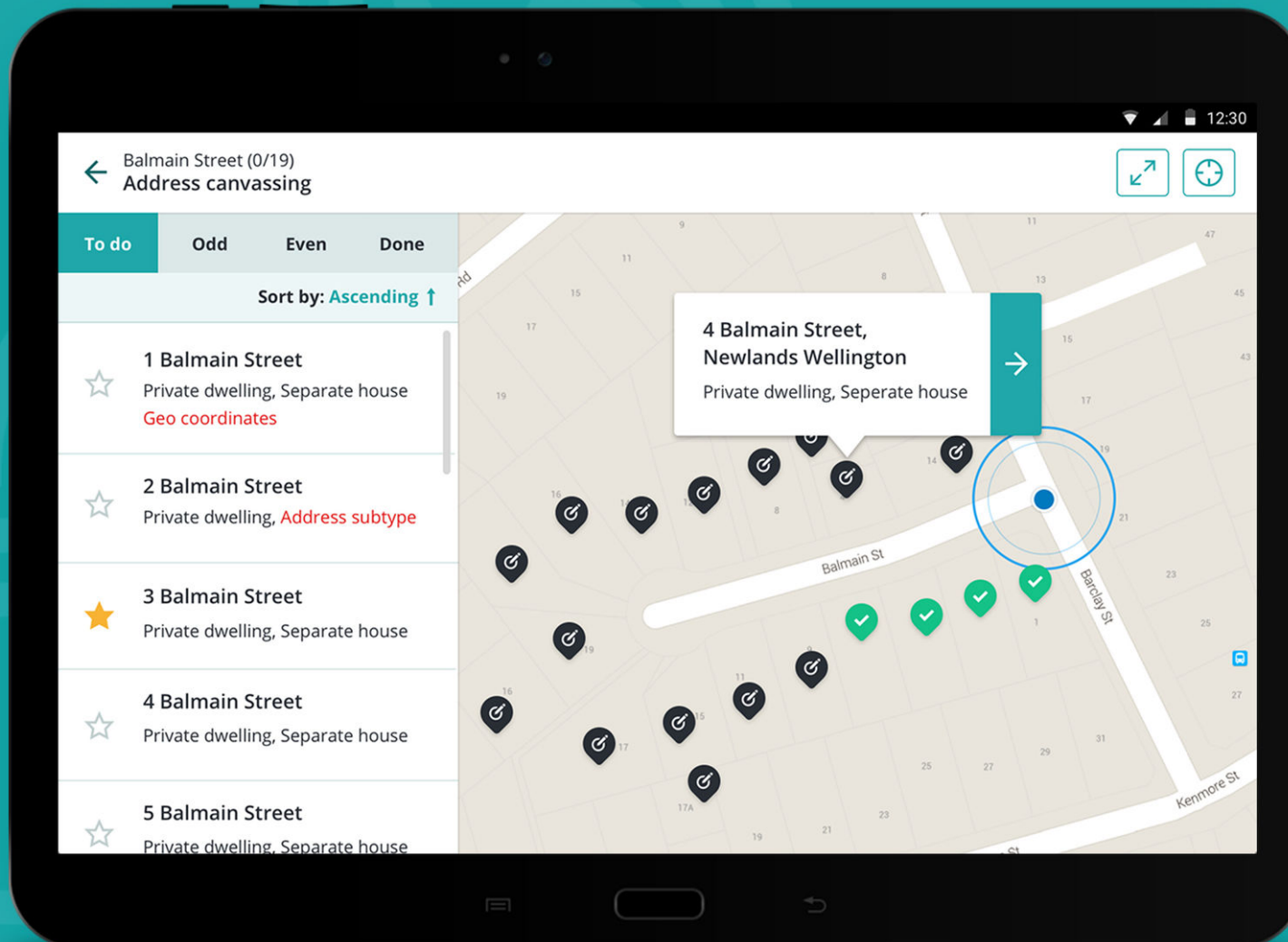
STATS NZ

Mobile workforce: capturing data in the field

Statistics NZ asked us to build a field data collection app to do prep work before the Census. The app was to be used to verify every single address in New Zealand; it had to work offline; it had to be waterproof and it had to be super easy to use. Most of our users were a casual and older workforce with little or no digital literacy. We had to balance this simplicity with the grunt required to collect loads of data about every household in New Zealand.

Designing this app we concentrated on providing the users with stability and efficiency so they could efficiently complete high volume tasks. We designed for speedy, error-proof data entry, elegant workflow management and map integration for effective workload visualisation.







SAMSUNG

Amritsar Street		1 Amritsar Street
Amritsar Drive		Visit 1
Amritsar Street		Visit 2
Baroda Street		3 Amritsar Street
Bengal Street		Pick up
Box Hill		4 Amritsar Street
Calcutta Street		Deliver
Cashmere Avenue		5A Amritsar Street
Clark Street		Check
Clutha Avenue		5B Amritsar Street
Cockayne Road		Check
		6 Amritsar Street
		Check

1 Amritsar Street
Khandallah

Red house RHS 20km from intersection

Address details

Private dwelling, Separate house, 1,570,634.668, 5,180,148.564

Occupancy

Occupied

Expected No. of occupants

5

Document ID

Enter pack ID

Visit outcome

Complete: Unable to contact, Visit 1

View dwelling history

DONE

Notes

Michal Hempel: resume

mobile: +61 435 699 473 **mobile:** michal.hempel@gmail.com

Design Practice Lead, NZ

Serko, Auckland, New Zealand

May 2021 - December 2025

I lead a team of Product Designers and Researchers developing an exciting business travel and expense product with a global reach. In my time at Serko: I matured the design team, established a design centre of excellence and led transition to data and research led growth design practice.

Head of Strategy & Design, NZ

Provoke, Auckland, New Zealand

August 2018 - May 2021

A role responsible for growing Provoke's growing design practice as well as running the Data Science and Solution Architecture streams while leading work programmes for Provoke's customers. Providing leadership in client engagement and retention. Charting strategic direction for digital transformation projects. Evangelising customer-first strategy. Clients include among others Watercare, MBIE and TVNZ.

Highlights:

- Leading design strategy and building a new, user-focused design culture and methodology within the business
- Facilitate delivery of customer-centric Microsoft product adoption methodologies in the area of Intranets, Process Automation, AI and Modern Workplace
- Created and fostered Data Science & IoT practice
- Created Solution Architecture practice

UX & Design Lead

Alphero, Wellington, New Zealand

2013 - September 2017

Leader for UX and visual design across all programmes of work. Conceptualised web and mobile products with significant impact on user experience, visitor numbers and bottom line for business partners and clients. Led cross-functional teams across various organisations and businesses to deliver complex digital transformation projects and programmes of work with a variety of legacy CMS, systems and databases. Mentored senior

and junior staff and grew team culture.

Key projects

- UX & design lead for **Mediaworks** (Newshub, Rova, TV3, The Edge, RockFM, The Breeze, MaiFM) during a major digital transformation programme across 18 months, encompassing strategy, design and delivery of the Newshub and Rova apps, setting design direction for the Mediaworks network of radio sites and CMS replatforming. The result was a rapid acquisition of 70,000 active users in the first month after launch and design systems that halved rollout times for new sites.
- **Co-operative Bank** - creative Director heading comprehensive, user-first redesign of the Co-operative Bank mobile, tablet and web channels. Taking this business from the margins to be a serious competitor in the banking sector.
- **MyMSD** (Ministry of Social Development) - MSD's self-service channel. The channel organically acquired 30,000 users in the first week of operation.
- **VTNZ** - Multi award winning National Driver

Testing app. Shifting pen and paper process to digital.

- **Statistics NZ** - workforce app with focus on efficiency and accuracy of data entry.
- **AMI Insurance & State Insurance** (IAG Group) - User-centric strategy and innovation work for insurer's self-service channels.
- **Metservice** - redesign of NZ's most popular app and the website

UX/Design Lead

Fronde, Wellington, New Zealand
2006-2013

Leading design role on multiple nationwide projects. Established usability practice at Fronde and championed UX in all aspects of software development. Mentored developers in UX principles. Integrated usability workshops and checkpoints as an essential part of development process. Closely worked with multiple stakeholders to translate business requirements into wireframes and interactive prototypes.

Key projects:

- **Bank of Philippines** iPhone app - UX design
- **ALNAT** - National Adult Literacy and Numeracy training tool - lead extensive user research and workshops. Lead designer.
- **Symantec/Message Labs** - Global email security and archiving service. UX design.
- **FarmlQ** - comprehensive farm management system. Front end HTML, CSS & Javascript coding.

Service Delivery Manager, Mobile

Telecom, Wellington, New Zealand
2004-2006

Championed design and technology innovation in new mobile division leading directly to significant increase in digital sales and user engagement. Managed delivery of over 40 minisites generating close to \$5M in revenue. Developed practices for the rapid delivery of sites and new features for multiple target platforms. Contributed usability recommendations, prototypes and site maps to business-critical projects including video streaming and app store. Managed

relationships with suppliers and business partners.

Key projects:

- Video Streaming
- Mobile Content Download Platform
- Caller Tunes
- Mobile Internet and SMS services.

Head of Design

Kazaa (Sharman Networks), Sydney, Australia
2000-2004

Built and managed Kazaa's web team. Oversight, line management and mentorship of other developers/designers. Established strategic direction for online presence. Art direction for all aspects of Kazaa online and offline presence, from marketing materials (both print and online) and application design to website design.

Highlights

- Growing the business from start-up with the original founders
- Running one of the top ten most visited websites in the world

- Working with a massive user base (350M application downloads, 1-3M users a day)
- Development of e-commerce shop front for digital entertainment content (games, software, video and music)

Lead Designer

Macquarie Bank/eDivision, Sydney
1999-2000

Head design role for a VC incubator, responsible for user experience and graphic design on number of startups. Highlights included working on AnnounceTV , an AGM broadcast platform, and a financial aggregation solution. Creating logos, brand design, iconography, website designs, user flows and wireframes.

Front-end Designer/Programmer

Brilliant Digital Entertainment, Sydney
1998-1999

Responsible for design and front end coding (HTML, CSS & Javascript) for online channels for 3D cartoons of Xena the Warrior Princess

and KISS: Immortals as well as the Auction Channel - an auction broadcasting service for traditional auction houses.

Web Designer

St. George Bank, Sydney
1996-1998

Responsible for creating designs for Bank online properties, user experience design and front-end coding. Highlights include creation of the first online banking application in Australia, and work on Bank's AOL presence.

Web Designer/Programmer

Weblink Internet Publishers, Sydney
1994-1996

All around design and coding role for one of the first online design/coding companies in Sydney. Highlights included working on a couple of online firsts (in Australia) - a major bookshop franchise and live stock market prices service. My responsibilities also included managing and delivering solutions for multiple smaller clients.

Broadcaster/Journalist (Radio)

SBS Broadcasting Service, Sydney
1992-1996

Presentation and preparation of on-air shows, story generation, story writing, interviewing, building on degree in Mass Media and Communications.