

PORTFOLIO

Michal Hempel: selected projects

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

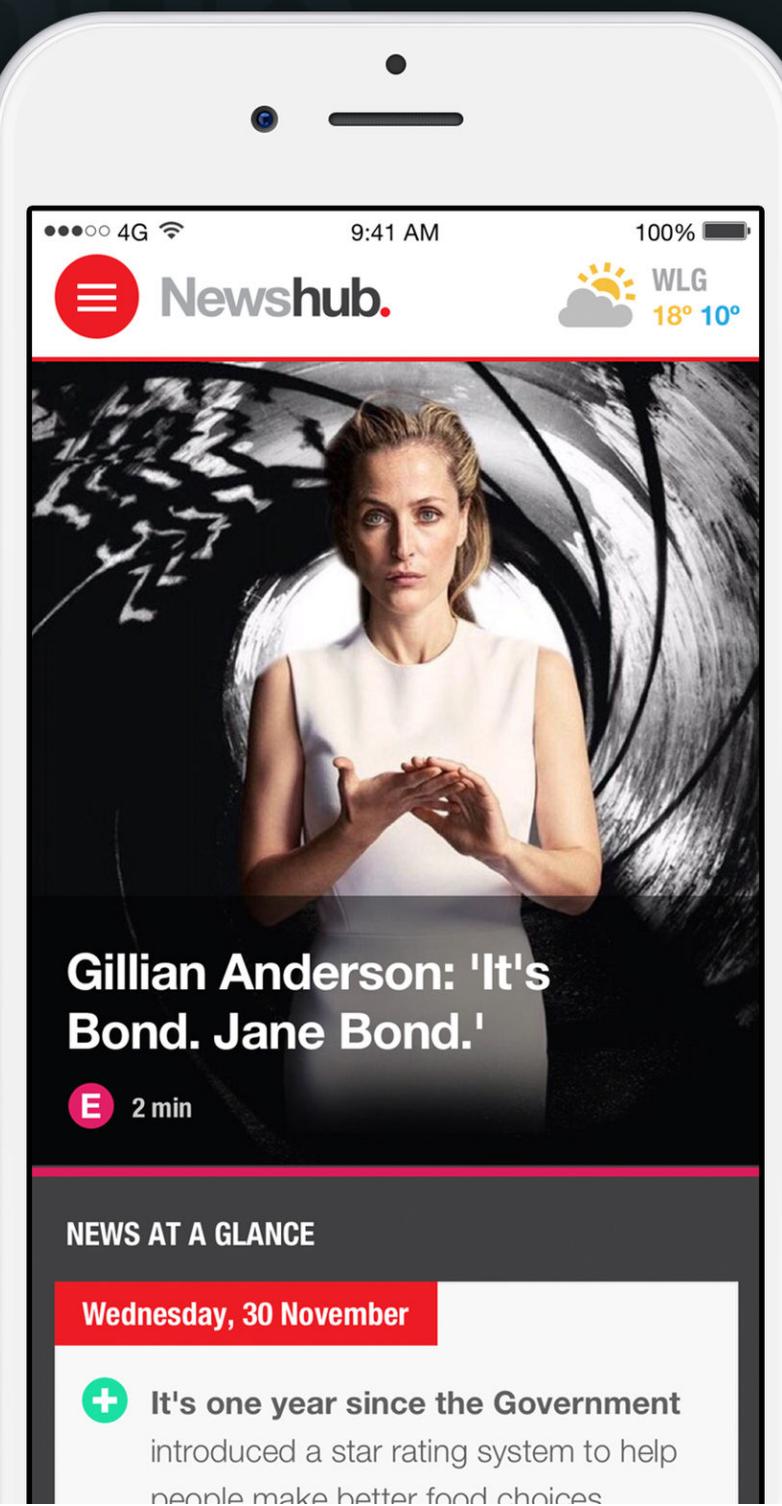
MEDIWORKS

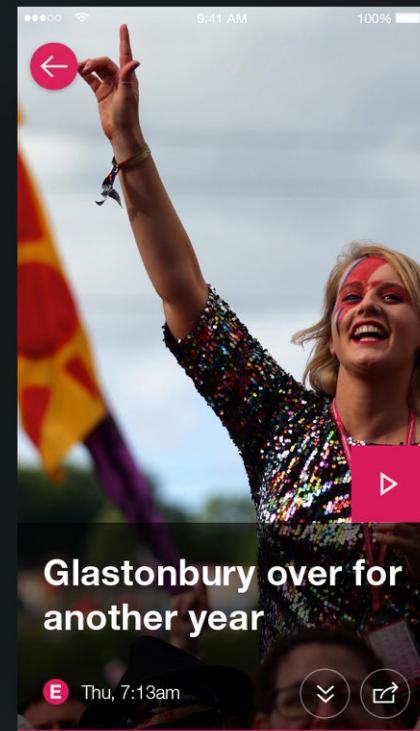
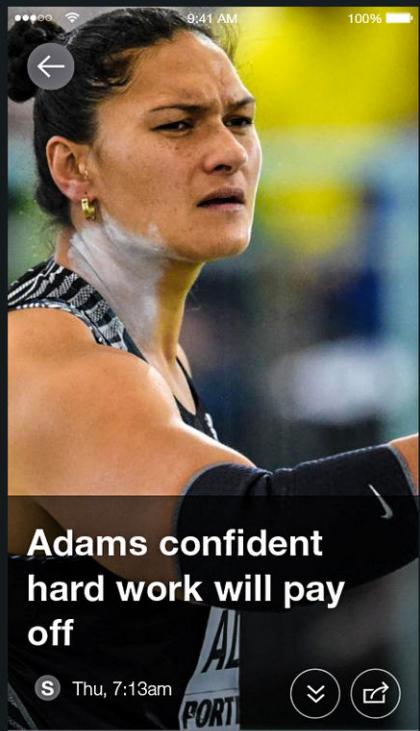
Newshub: snackable news

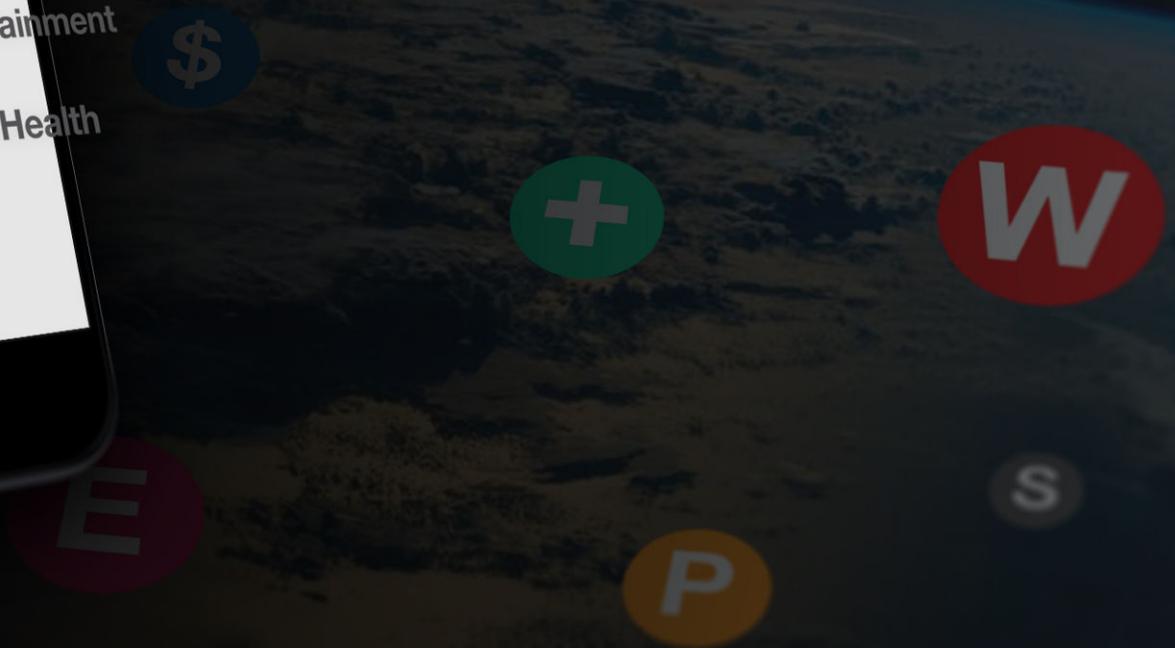
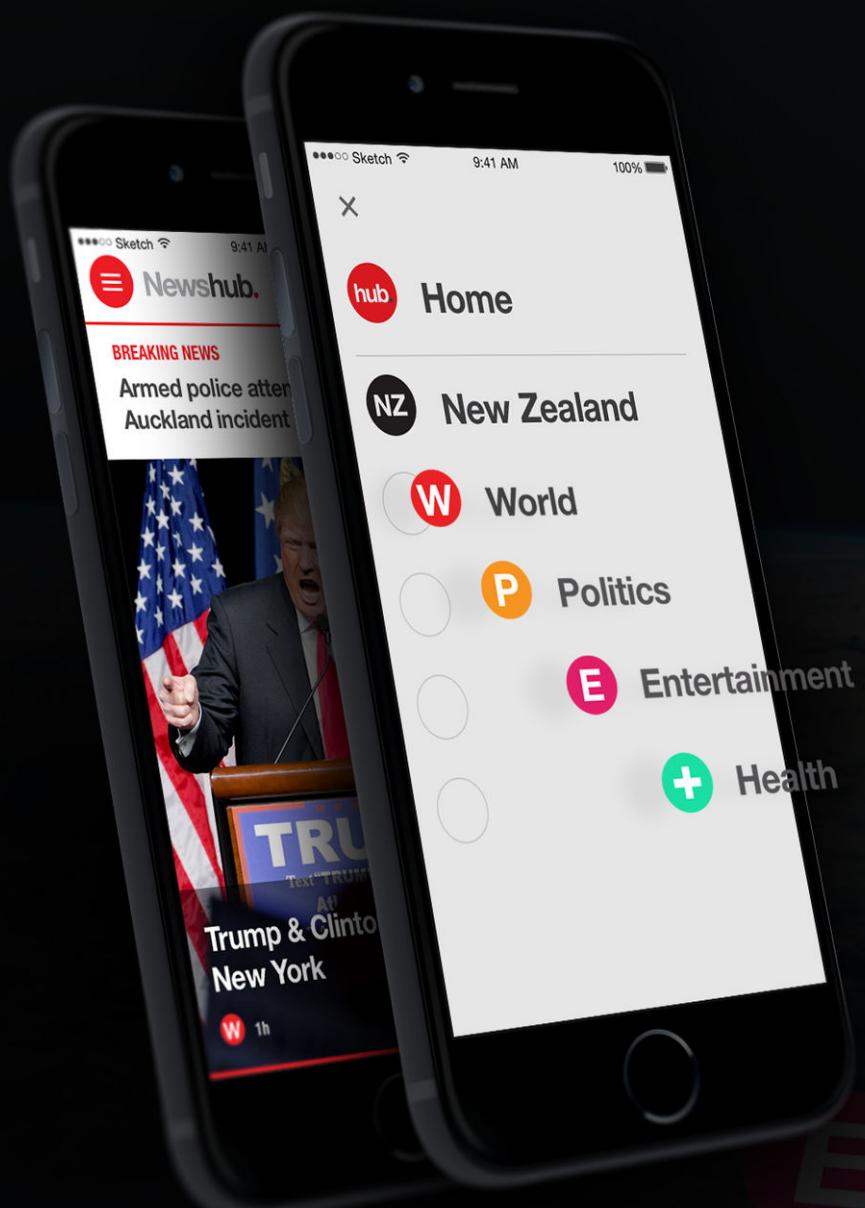
In 2016, I had the pleasure to lead the digital transformation of Mediaworks programme to replatform their entire suite of media sites and apps. The first off the rank was their news experience - Newshub.

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-operative 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).

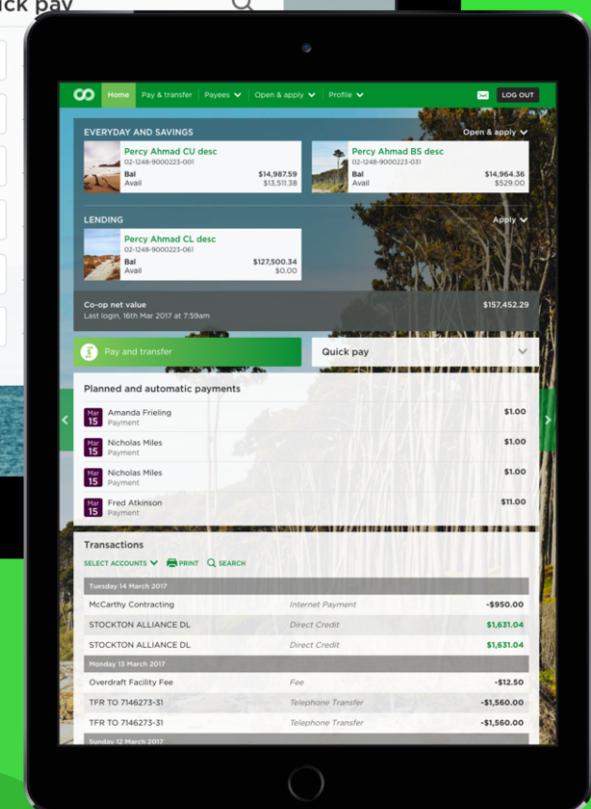
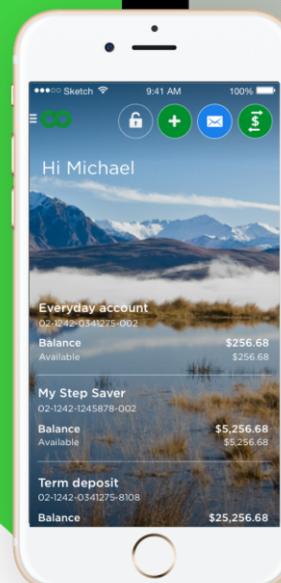
Simple and unified transfer and payment flows
Why other banks separate these is beyond me! We brought both flows back together in a single interface and paired it with a nice and easy payee management system

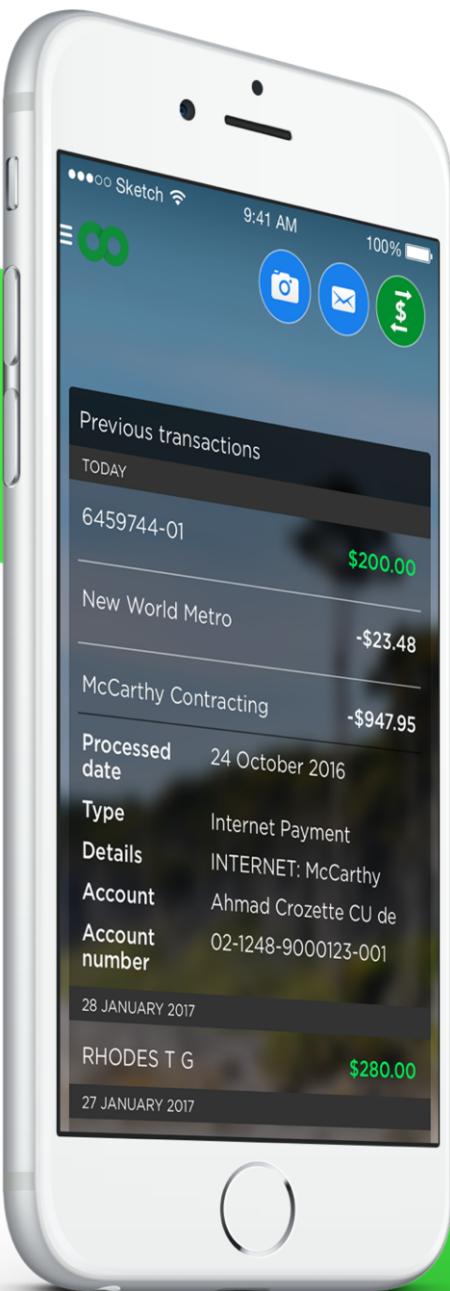
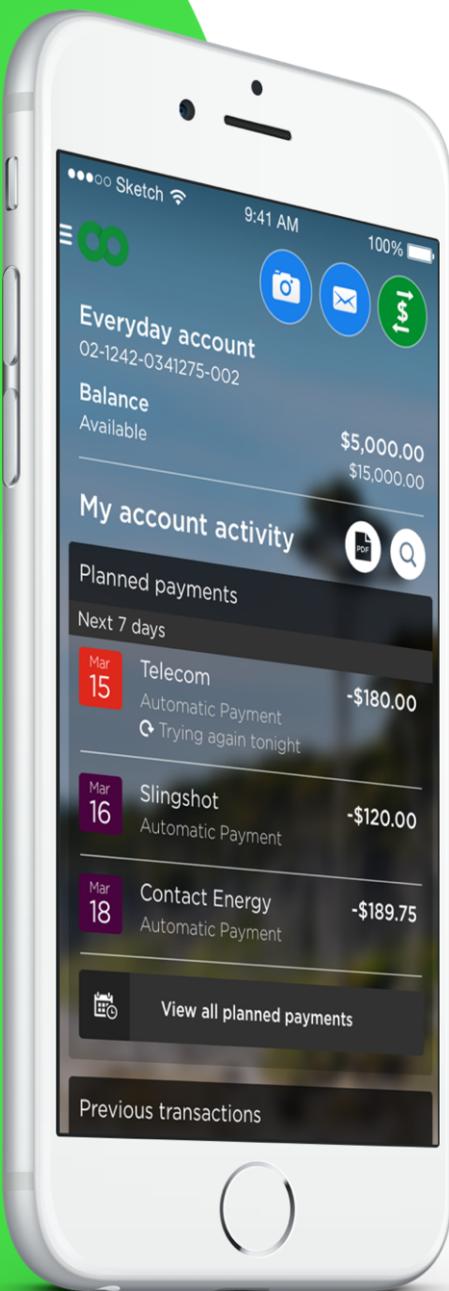
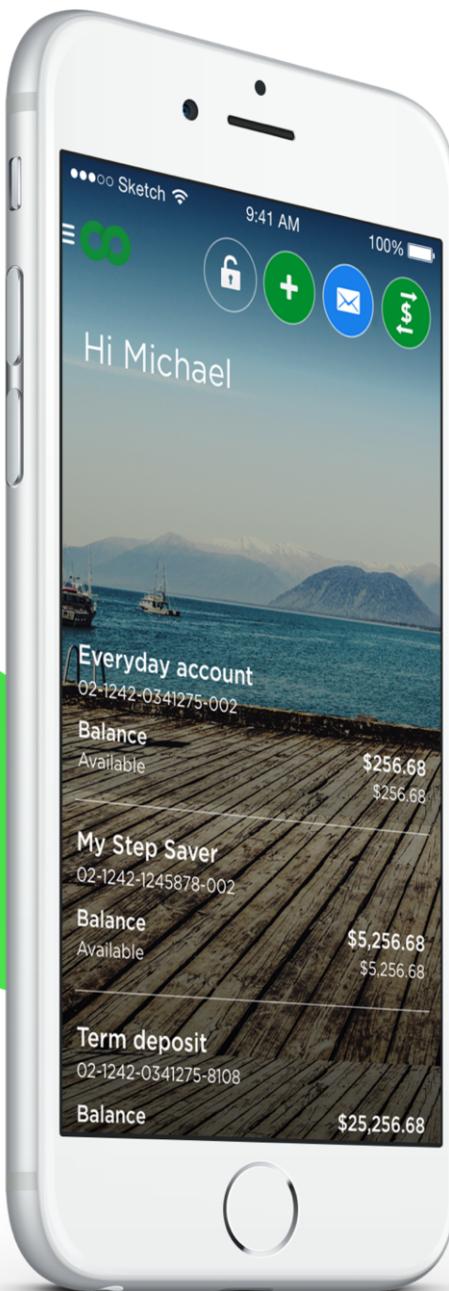
Everything at a glance

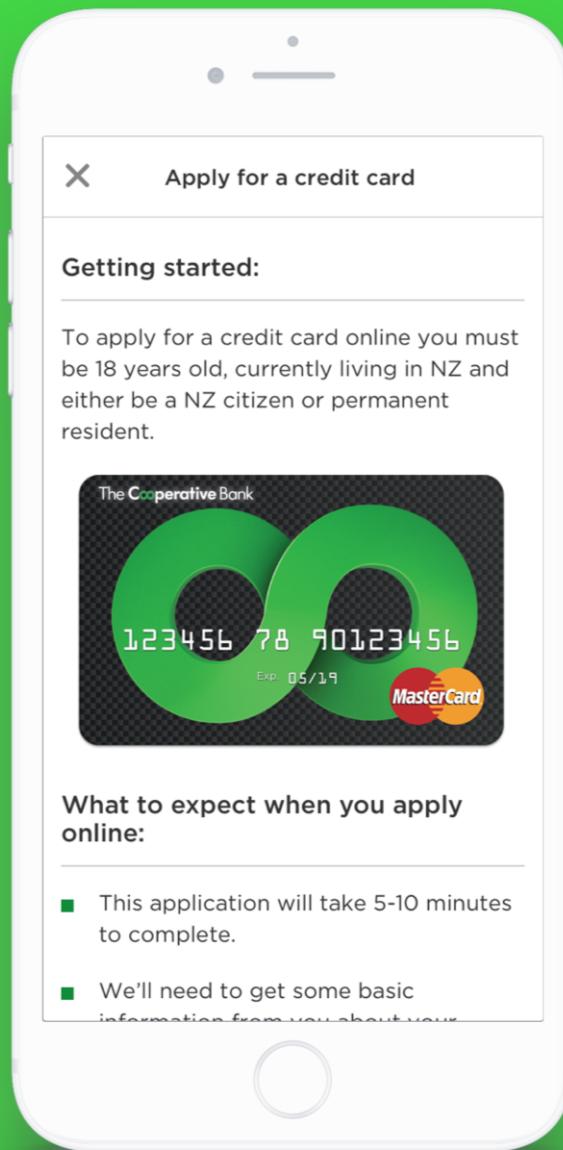
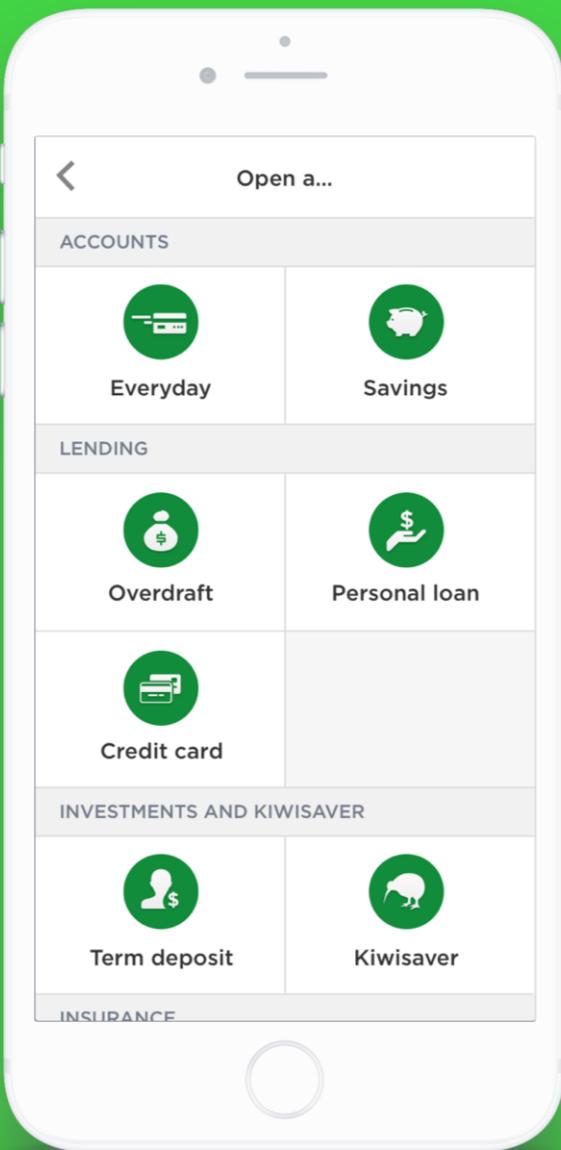
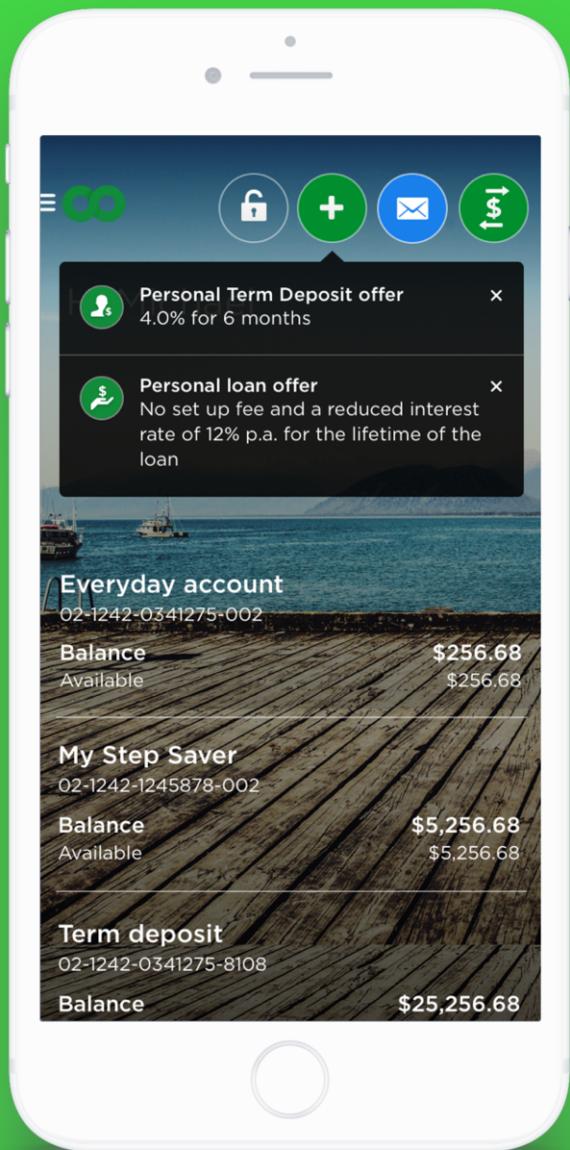
All common functionality is easily accessible - transfers and payments. Future and past transactions are accessed directly from the home page, giving the user an immediate view of their financial position. .

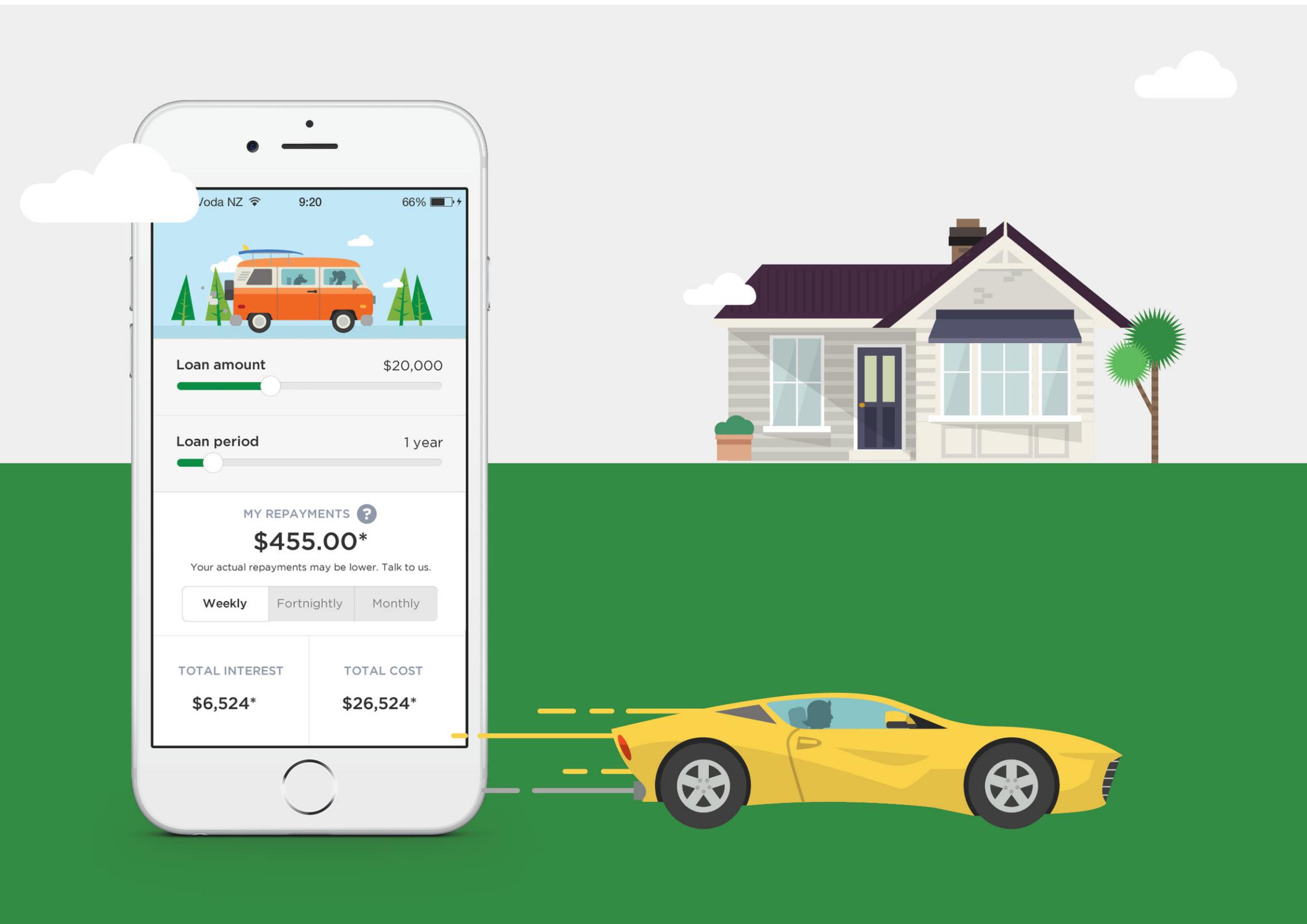
Brand and functionality carries over to desktop

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.









Voda NZ

9:20

66%

Loan amount
\$20,000

Loan period
1 year

MY REPAYMENTS

\$455.00*

Your actual repayments may be lower. Talk to us.

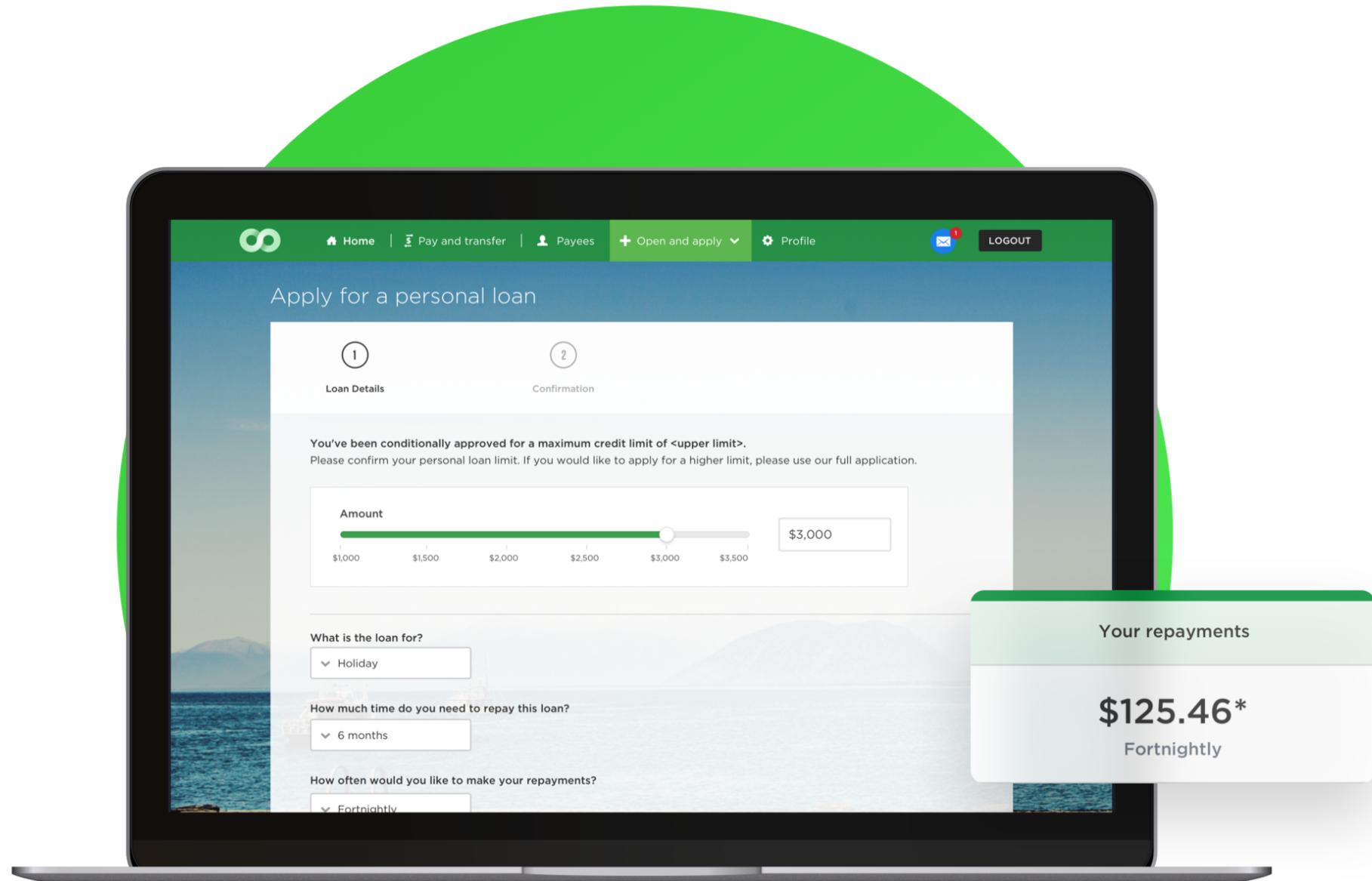
Weekly Fortnightly Monthly

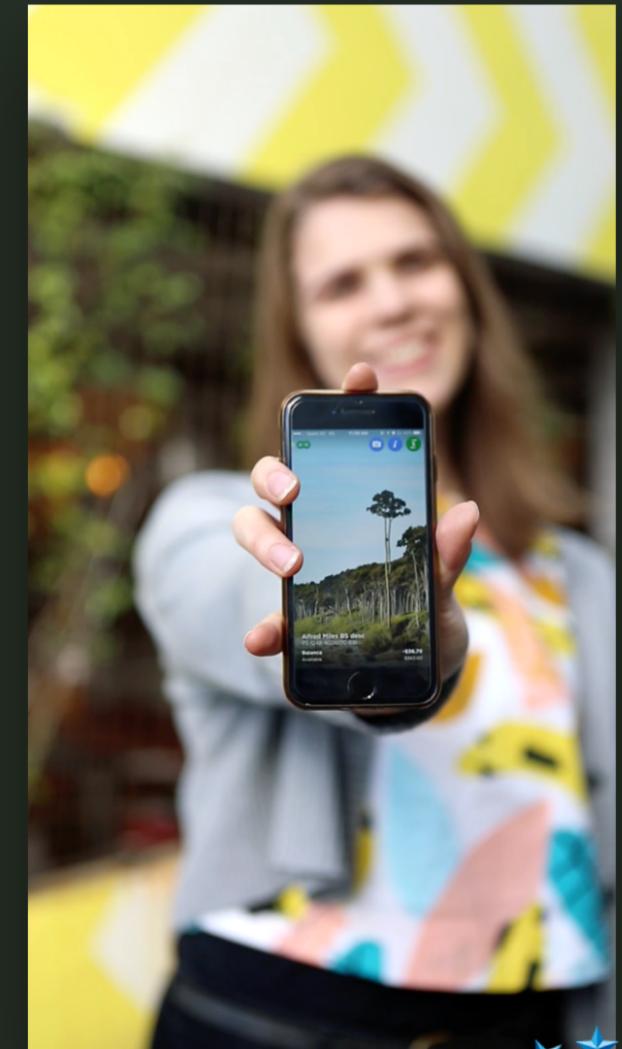
TOTAL INTEREST

\$6,524*

TOTAL COST

\$26,524*





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.

myMSD

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

Welcome Jo
My Client Number: 999999999

My next appointment [View all](#)

Mon 24 Job search 10:30am Kilbirnie Community Link in 3 days

✓ Manage your appointments
✓ Declare weekly wages
✓ Check your payment details \$143.71
✓ Real-time payment card information Emergency Maintenance Allowance

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

Register for MyMSD

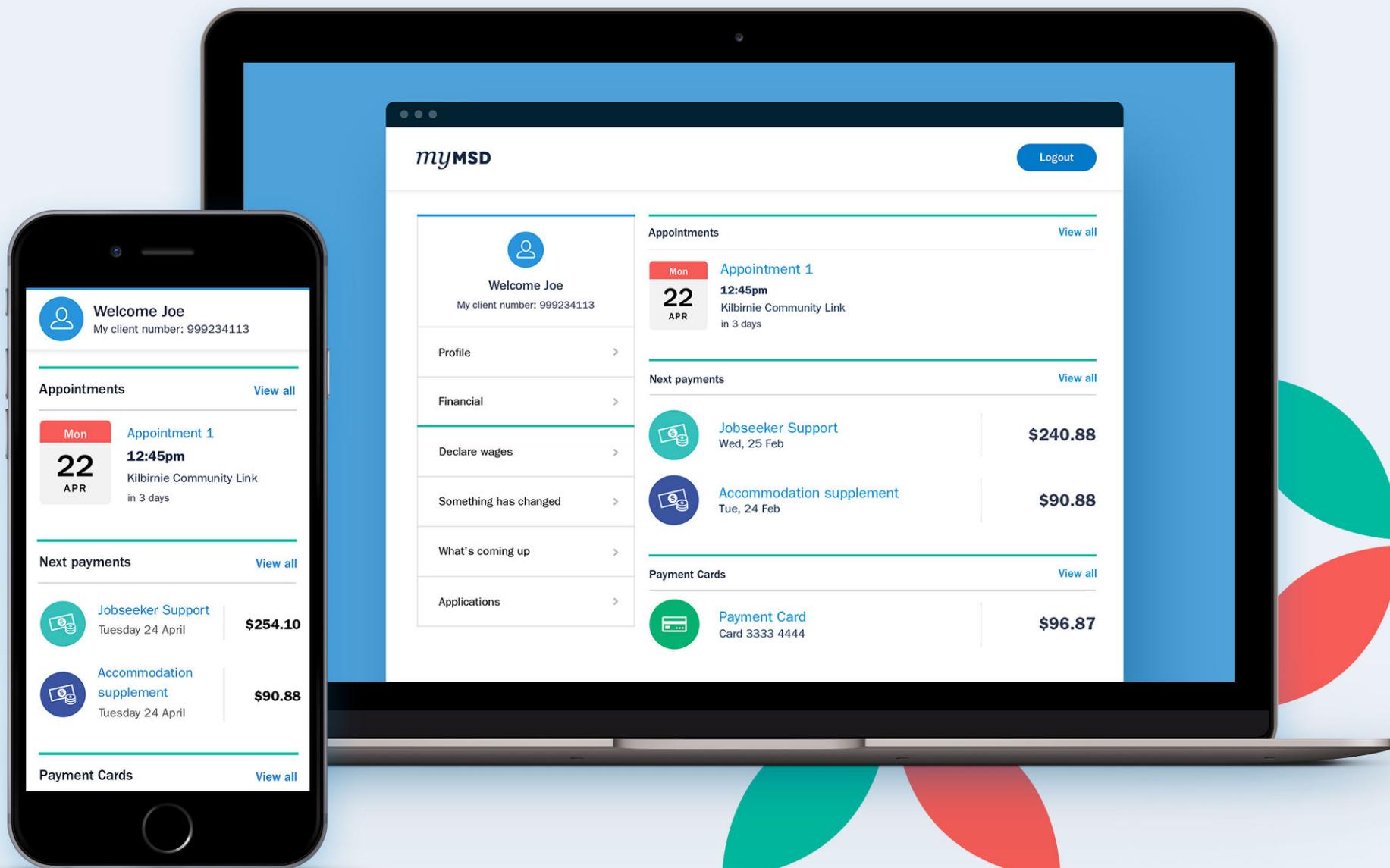
OR

Login

You can use your My Account login



New Zealand Government



myMSD | Welcome Joe
Client number: 000000000

Logout

My income


\$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 23 hours	\$366.00
Earnings	\$60.00
<hr/>	
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
<hr/>	
Total income	\$472.62

 MINISTRY OF SOCIAL DEVELOPMENT
TE MANATU WHAKAHĀITO ORA

New Zealand Government

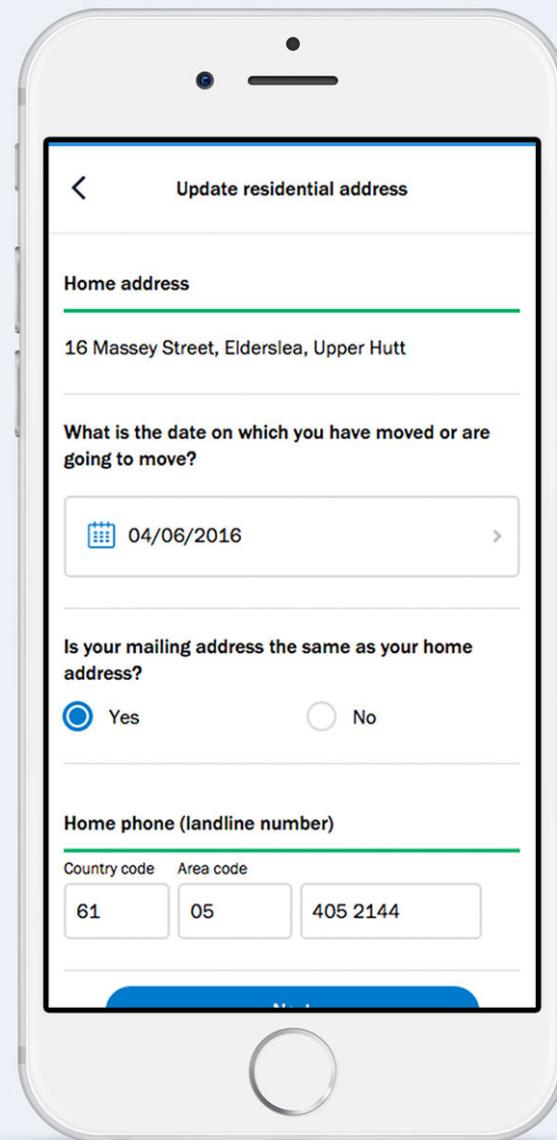
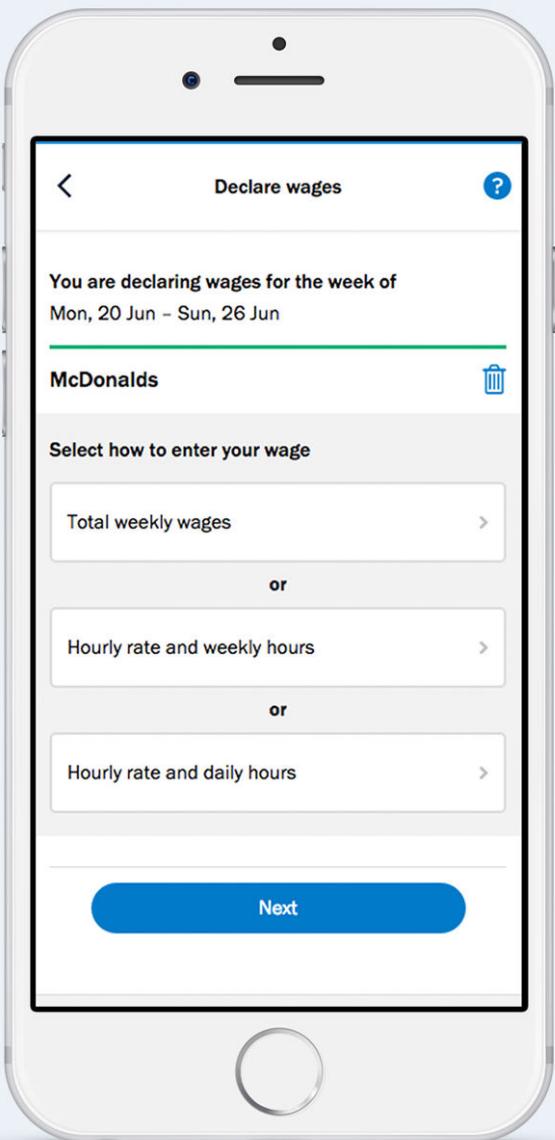
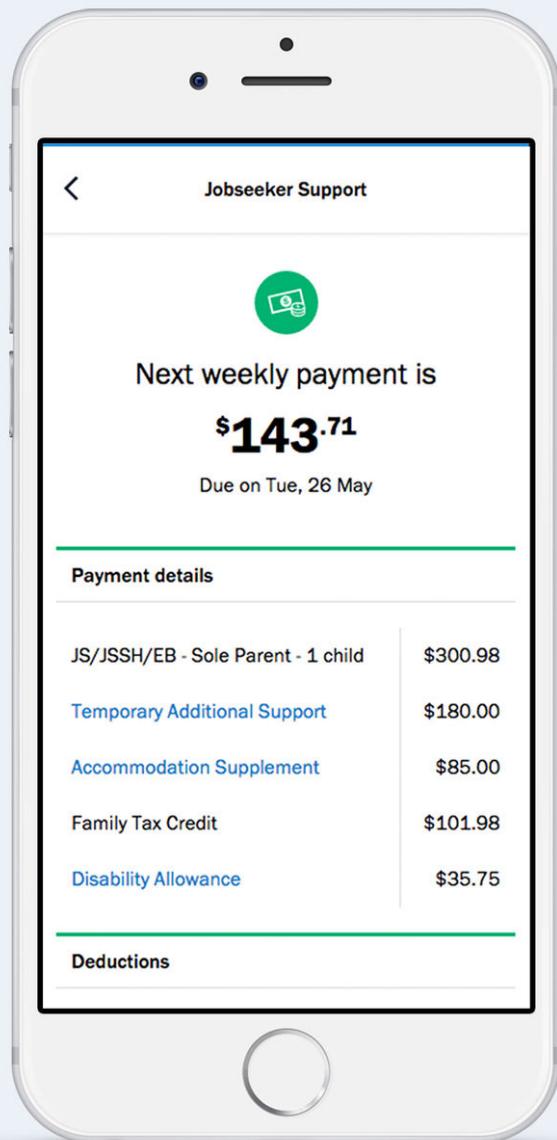
myMSD | Welcome Joe
Client number: 000000000

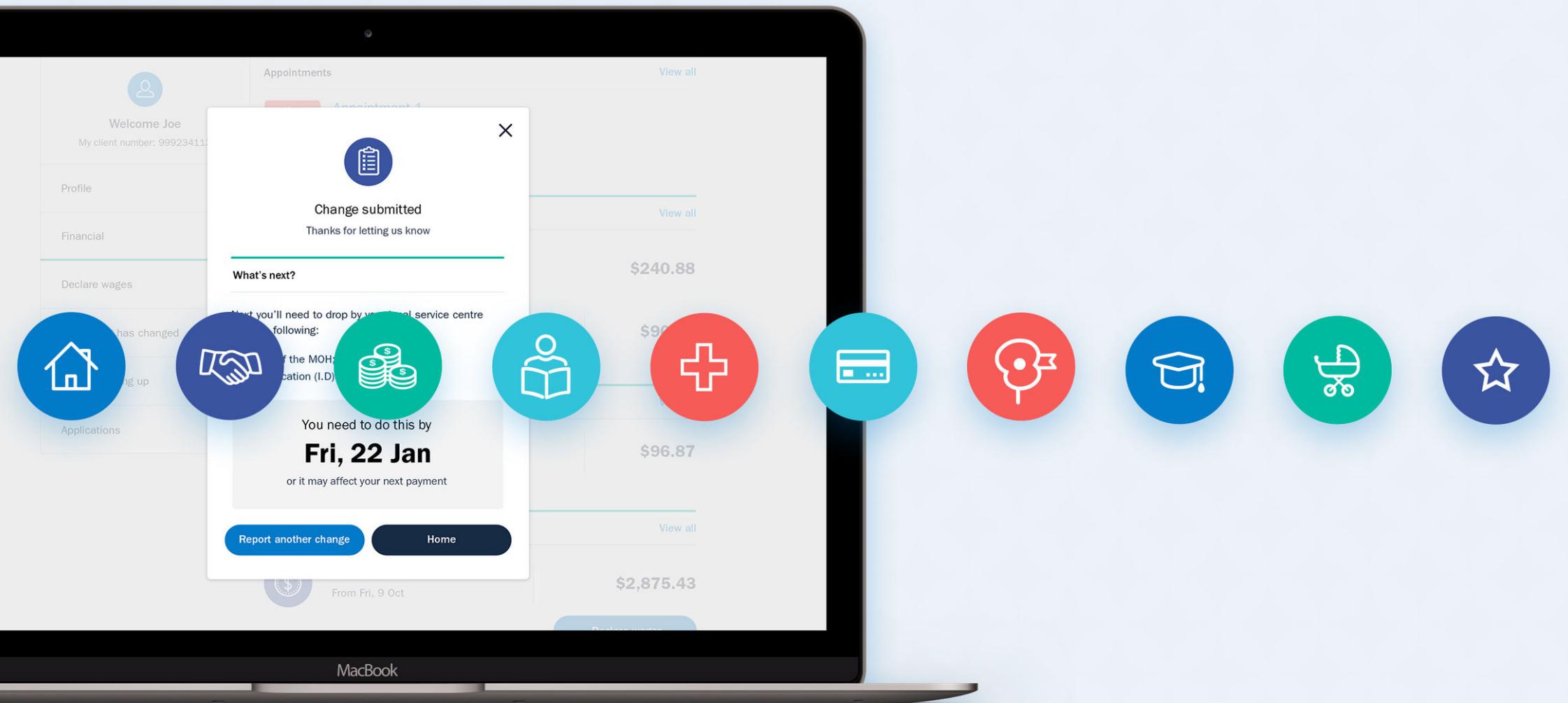
Logout

My appointment

All appointments

Fri 20 MAY	Topic 1 appointment 4:30pm Wellington/Wellington Super
<hr/>	
I can't make it	
<hr/>	
This appointment was created for the following reasons	
<ul style="list-style-type: none">Appointment for changing childrenAppointment for changing partner	
<hr/>	
What to bring to your appointment	
Add a child	
<ul style="list-style-type: none">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 careDocuments listed in the form	
Add a partner	
<ul style="list-style-type: none">Identification for you and your partnerA completed Partner form (download it from our website)	
Remove a partner	
<ul style="list-style-type: none">Identification for you and your partnerA completed Partner form (download it from our website)	
<hr/>	
Meeting with	
John	
<hr/>	
Where	
Wellington/Wellington Super 1 Willis Street	





METSERVICE

Metservice: personalise weather

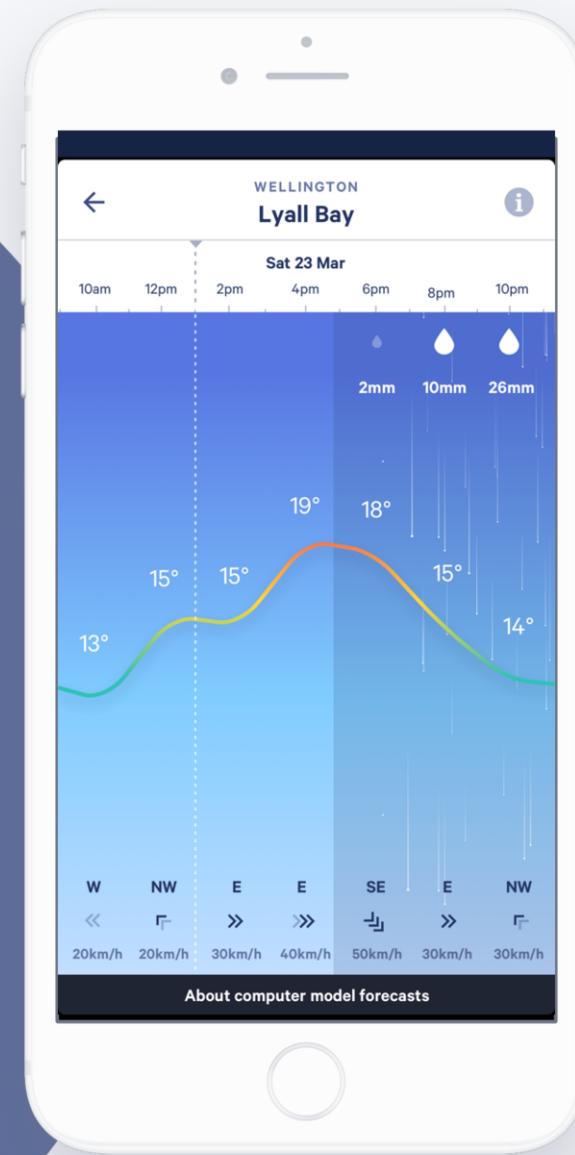
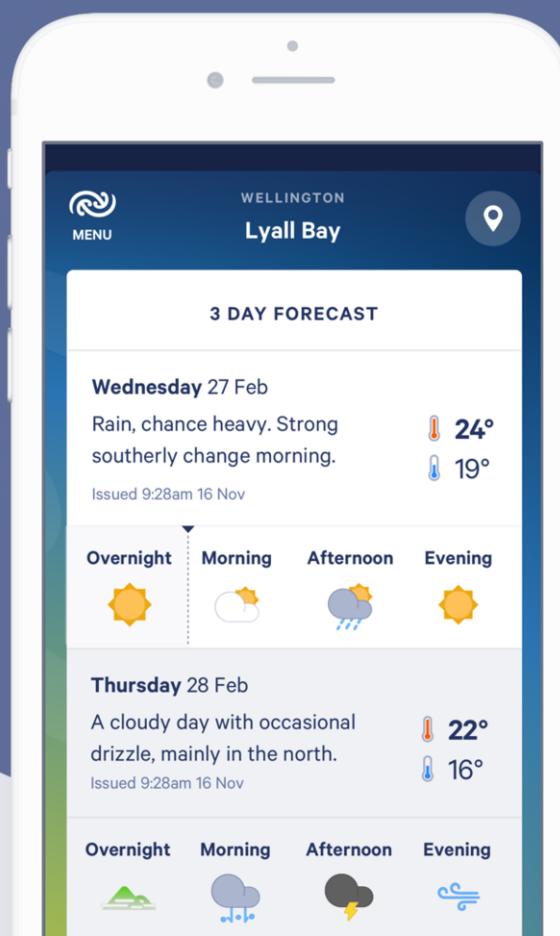
The Metservice app and website are among the most popular in New Zealand, with millions of visits a week. The key challenge in delivering this redesign came from the fact that despite being our national forecaster, Metservice also needs to make money.

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

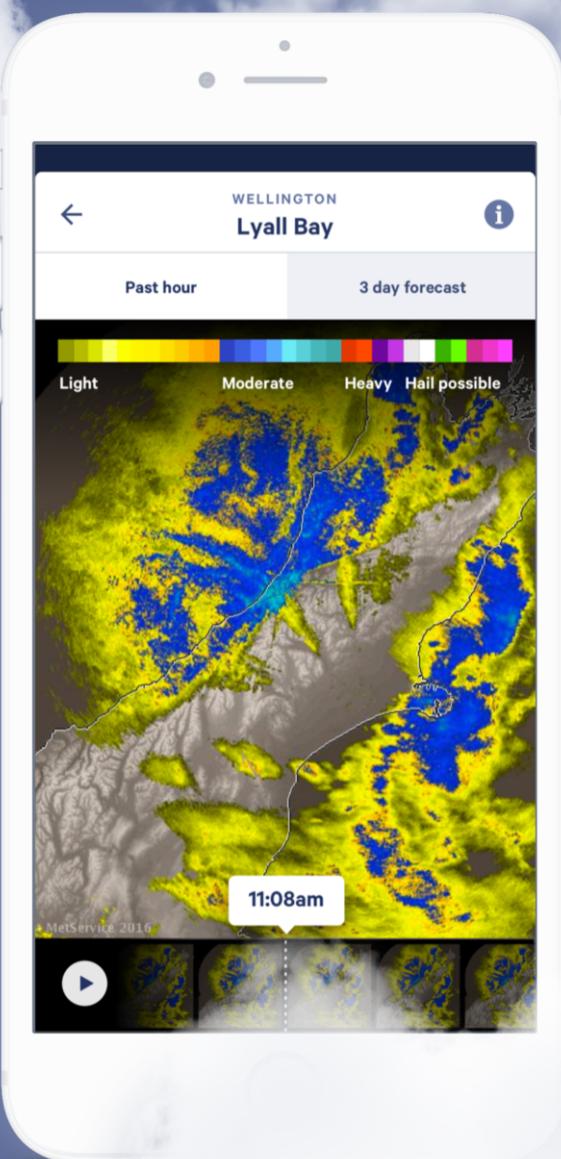
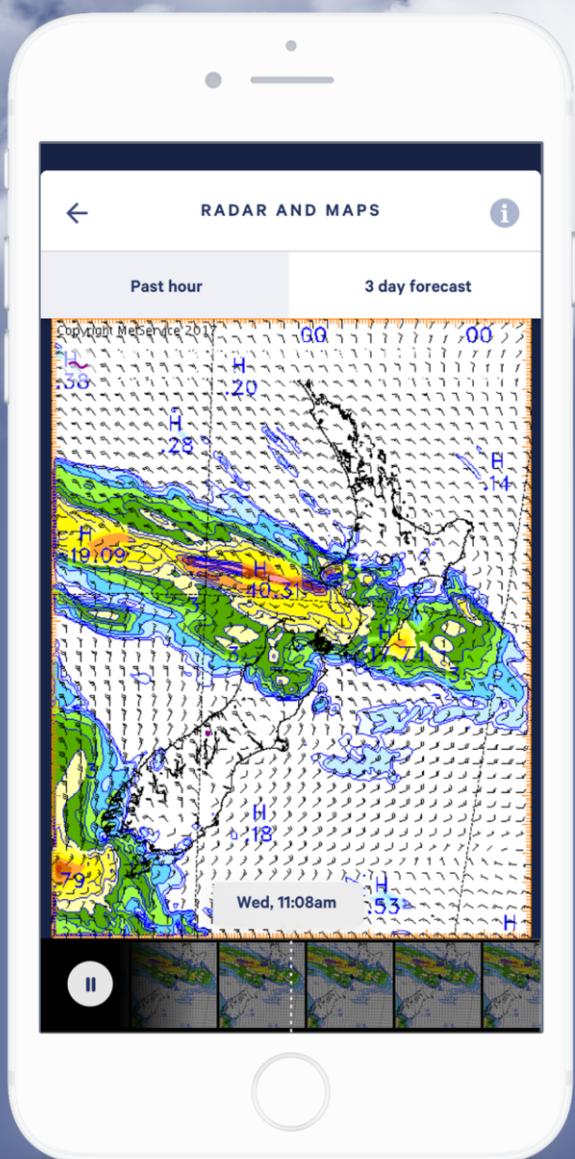
PLAN FURTHER AHEAD

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



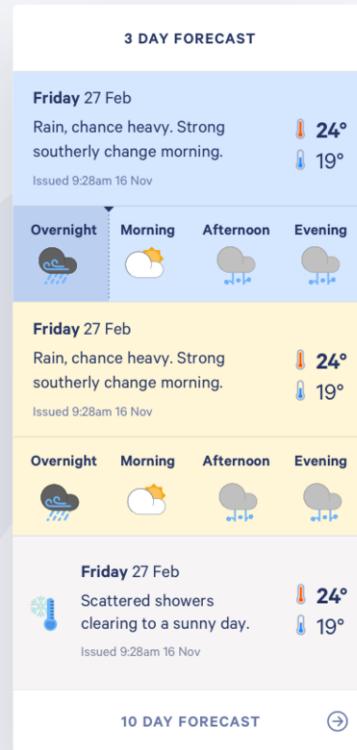
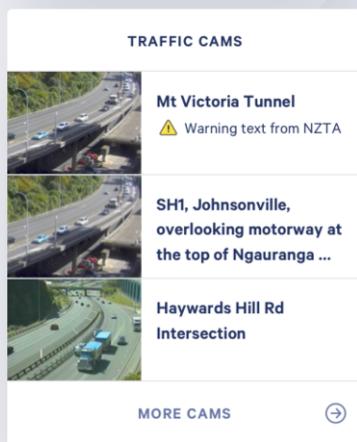
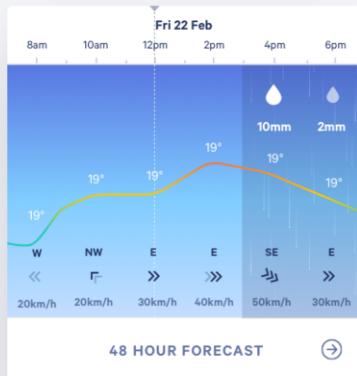
GET DETAILED FORECASTS

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



REAL TIME RAIN RADAR

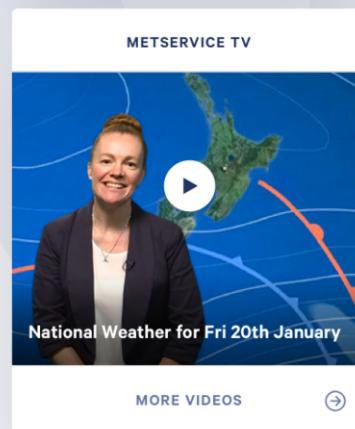
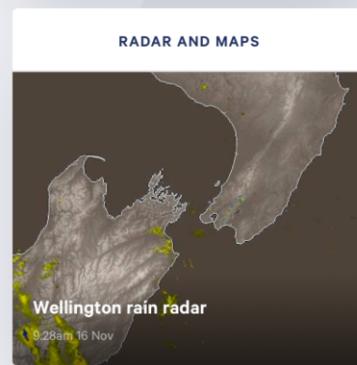
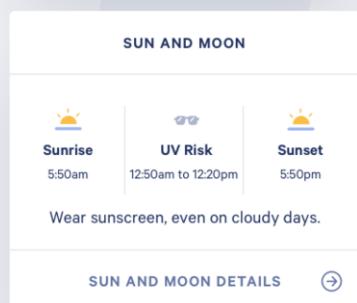
A revised rain radar with gestural navigation, map zoom and the auto play feature.



CURRENT CONDITIONS

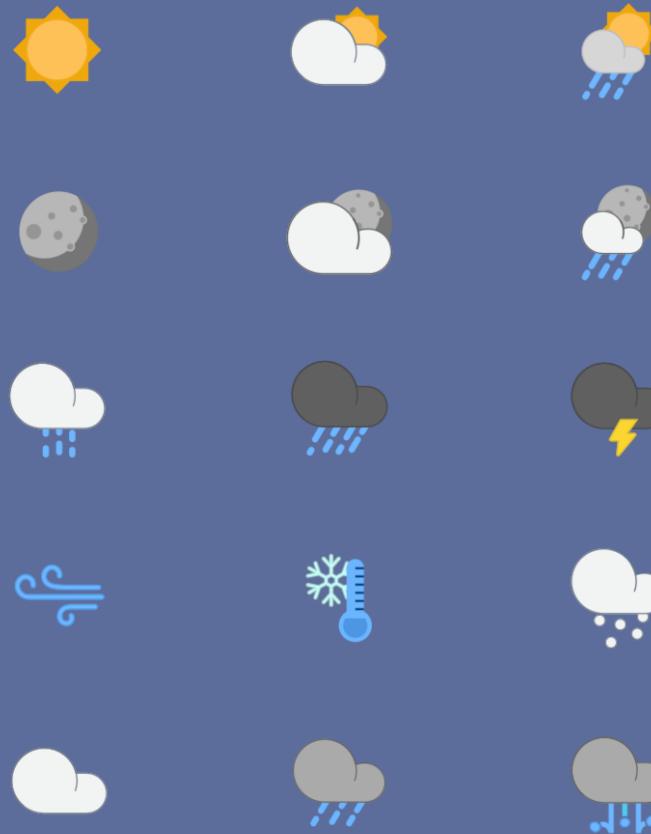
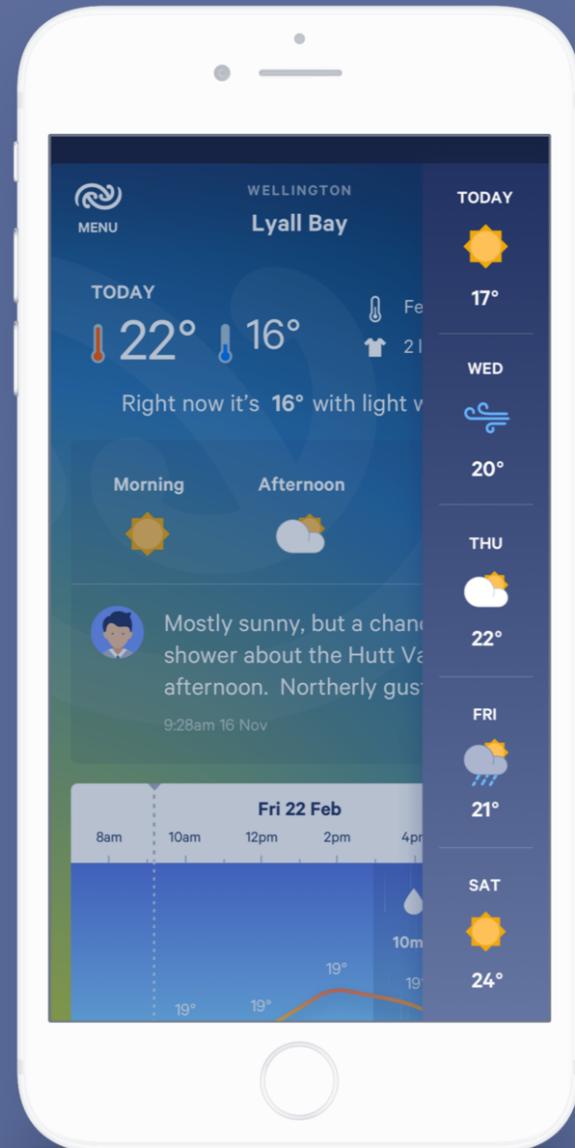
	Feels like	16.7°
	Wind	Light 7km/h NE
	Humidity	40%
	Pressure	1009hPa

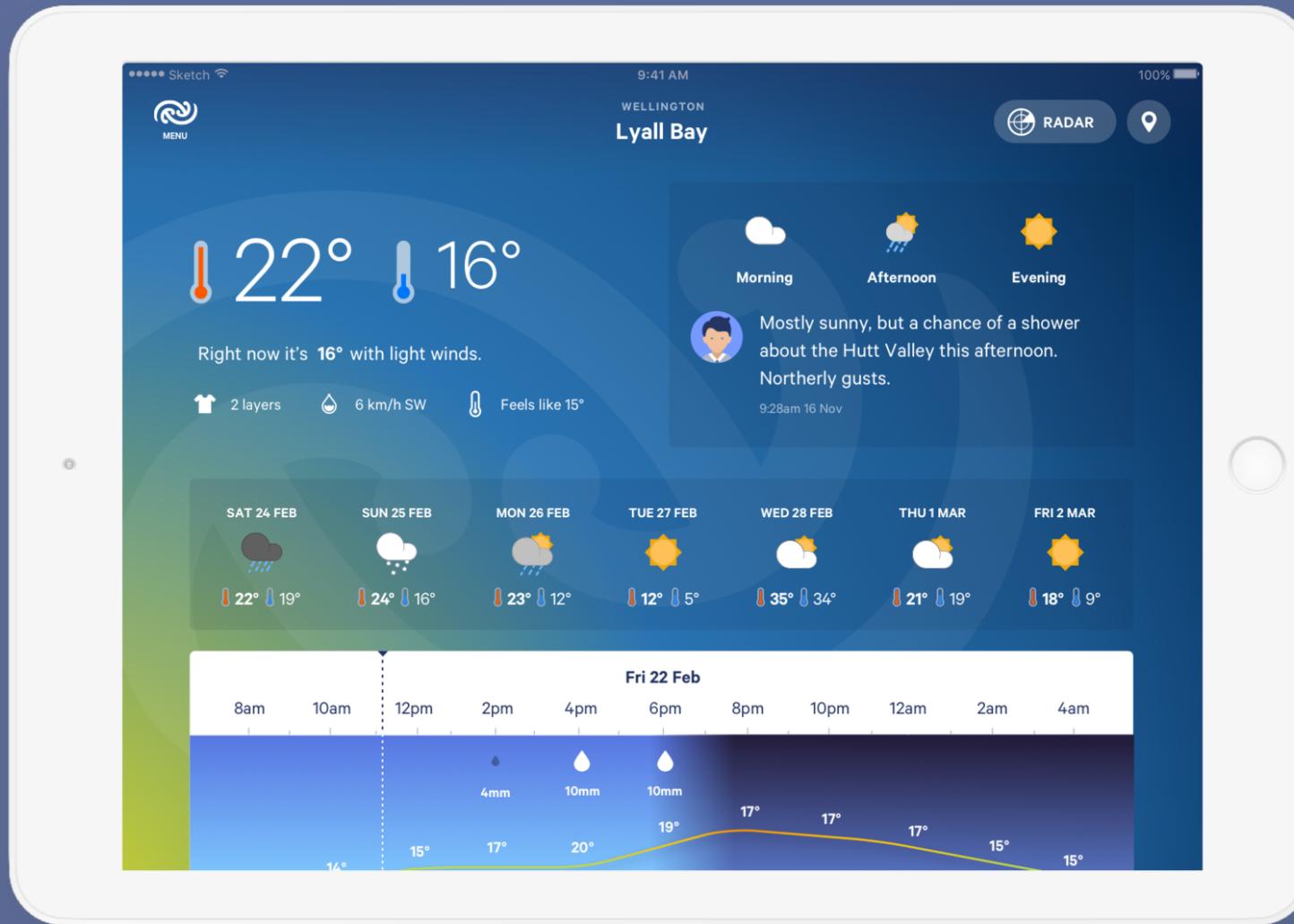
ALL OBSERVATIONS



CREATE YOUR OWN FORECAST

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





VTNZ

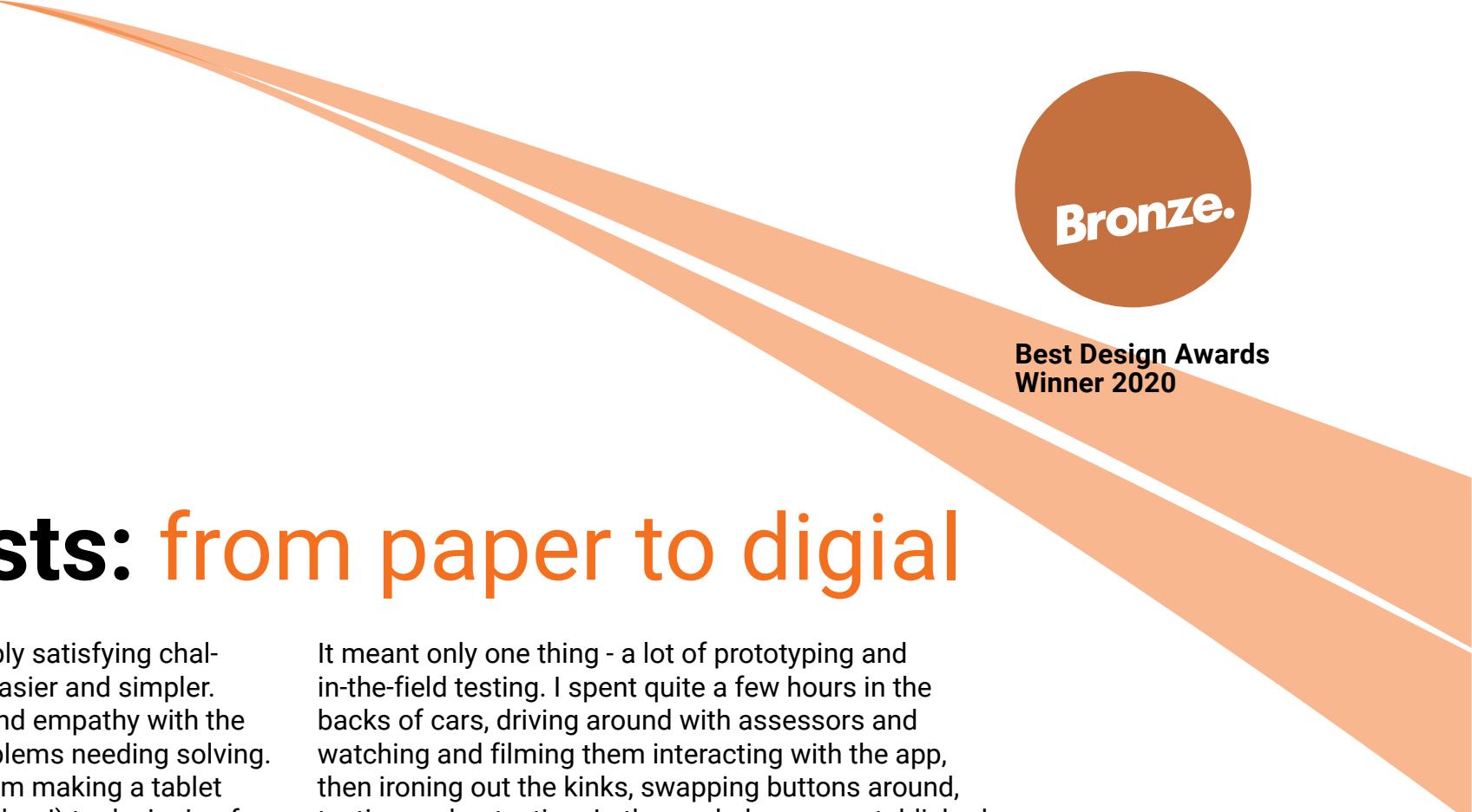
Driving tests: from paper to digital

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.



Bronze.

Best Design Awards
Winner 2020

The image shows a tablet displaying the VTNZ (Vehicle Testing New Zealand) driver license application system. The interface is a web-based application with an orange header and a light gray background. The top bar includes the VTNZ logo, a 'Calendar' link, and a search bar for 'Search Driver Licence'. The main content area shows a list of applicants for a test at VTNZ Whangarei on Thursday, 13 June 2016. The table includes columns for Time, Applicant, TO Alias, Test result, and Test status. The results are as follows:

Time	Applicant	TO Alias	Test result	Test status
09:01-	Luke John Dixon	Keanu Reeves	Pass	View result
09:52	DL0125468 Prerequisites - Yes Class 1R - New Licence	VTNZ Whangarei - Port Rd		
09:00-	Robert James Smith	Stephanie Clark	Non-Appearance	
09:46	DL0265412 Prerequisites - Yes Class 1R - New Licence	VTNZ Whangarei		
09:30-	Ashleigh McDonald	Jacob Prince	Pass	
09:56	DL1254965 Prerequisites - Yes Class 1F - New Licence	VTNZ Whangarei - Offsite		

The tablet also displays a detailed view of a specific applicant's record for a test on 22 July 2015. The details are as follows:

VTNZ Whangarei, ALIASD WHANG
Stephanie C
Last updated Tue 14 08:55

Today, 22 July 2015

Time	Applicant	Test result	Test status	Actions
09:01-09:41	Luke John Dixon VTNZ Whangarei Male 10/06/1989 Prerequisites: Yes	Pass	Class 1F New Licence	
10:15	Hannah Lucy Drummond VTNZ Whangarei - Special Event Female 26/02/1992 Prerequisites: Yes	Pass	Class 1R Overseas Conversion	
12:45	John Edward Anton VTNZ Whangarei - Special Event Male 08/12/1993 Prerequisites: No	Pass	Class 1R New Licence	
13:45	Rachel Brown VTNZ Whangarei - Special Event Indeterminate 31/10/1995 Prerequisites: Yes	Pass	Class 1R New Licence	
15:00	Jemma Georgina Smith VTNZ Whangarei - Special Event	Pass	Class 1F	

Clipboard Mockup (Physical Form)

Date of test	Test route identification number	
Surname/family name _____		
First name(s) _____		
Driver licence number _____	Expiry date _____	
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 _____		
Registration number _____	Start time _____	Finish time _____
Transmission: <input type="checkbox"/> Automatic <input type="checkbox"/> Manual		
Testing Officer name _____	Testing Officer signature _____	
Stage One result: <input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Immediate Failure Error		
Overall result: <input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Immediate Failure Error <input checked="" type="checkbox"/> Vehicle <input type="checkbox"/> Licence/person <input type="checkbox"/> Non-appearance <input checked="" type="checkbox"/> Incomplete		
Applicant feedback - reason for failure (if appropriate) _____ _____ _____		
IMPROVEMENT NEEDED Group of driving skills What needs improvement		
Control	Starting the car <input type="checkbox"/> Using the handbrake <input type="checkbox"/> Using gears and clutch <input type="checkbox"/> Steering <input type="checkbox"/> Braking <input type="checkbox"/> Acceleration <input type="checkbox"/>	
Observation	Signalling <input type="checkbox"/> Positioning the car <input type="checkbox"/> Gap selection <input type="checkbox"/> Speed choice <input type="checkbox"/>	
When exiting roundabout <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 <input type="checkbox"/>		
Using your mirrors <input type="checkbox"/> Watching other road users <input type="checkbox"/> Doing headchecks <input type="checkbox"/>		

Mobile App Mockup (Digital Form)

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: 

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

Name: Helen Dixon Phone number: 021 123 4567

Back Next



This collage of screenshots illustrates the mobile application interface for a driver's license test, showing various stages of the process from pre-test checks to hazard detection and response, and finally a summary and feedback section.

Top Left: A list of applicants for the day, showing their name, date of birth, gender, class, result, and submission status (Submitted). The current applicant is John Edward Anton, Class 1R, Pass, Submitted.

Top Right: A summary of the test route and instructions. It shows the route: "After turn into Cellar Ct, At the end of the street, turn left", with a note "Critical error". It includes a "Back" button and a "Commence drive" button.

Middle Left: The "Pre-test check" screen for Luke Dixon. It shows his details, a "Pre-test check" section with "Yes" selected, and a "Test details" section where he can choose to receive results electronically (Yes selected) or via email (luke.dixon@gmail.com).

Middle Right: The "Hazard detection & response" screen for Stage A. It lists the stages and the hazards detected: "Left turn 3B" (L), "Merge" (R), "U-turn" (A), "Right turn" (L), "Right turn 2A" (R), and "U-turn" (B). It includes a "Back" button and a "Next" button.

Bottom Left: The "Instructions" screen for Luke Dixon. It shows a "Example hazards" section with a diagram of a road intersection and a "Hazard detection and response" section with a question about removing hazard detection and response for the test.

Bottom Right: The "Test summary" screen for Luke Dixon. It shows the total score (52/56), breakdown by stage, and a summary of findings. It includes a "Back" button and a "Next" button.

Right Side (Large View): A detailed view of the "Hazard detection & response" screen for Stage A. It shows the stages and the hazards detected: "Left turn 3B" (L), "Merge" (R), "U-turn" (A), "Right turn" (L), "Right turn 2A" (R), and "U-turn" (B). It includes a "Back" button and a "Next" button.

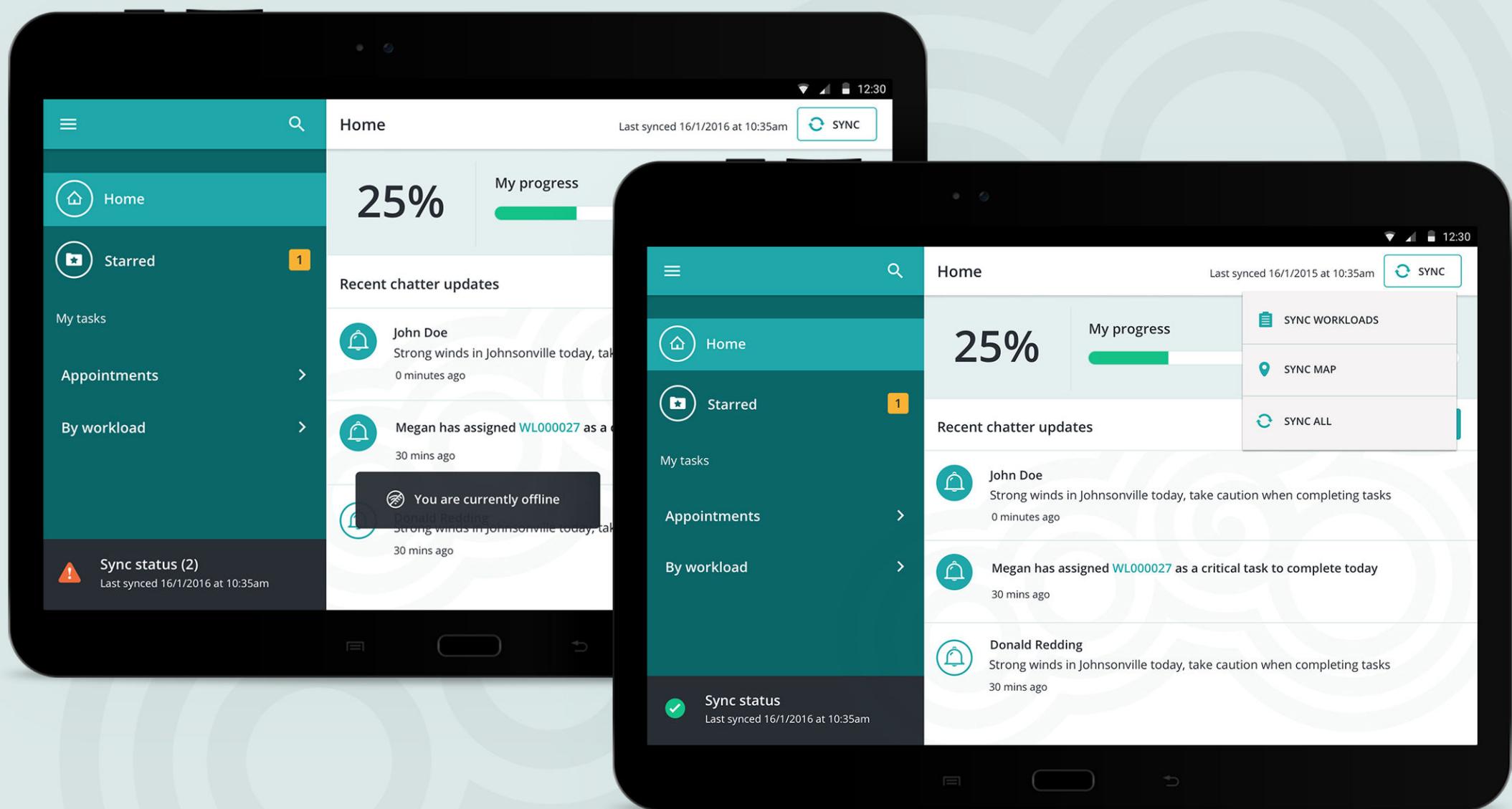
Bottom Right (Small View): A partial view of the "Test summary" screen, showing the "Improvement needed" section with a "Add improvement" button.

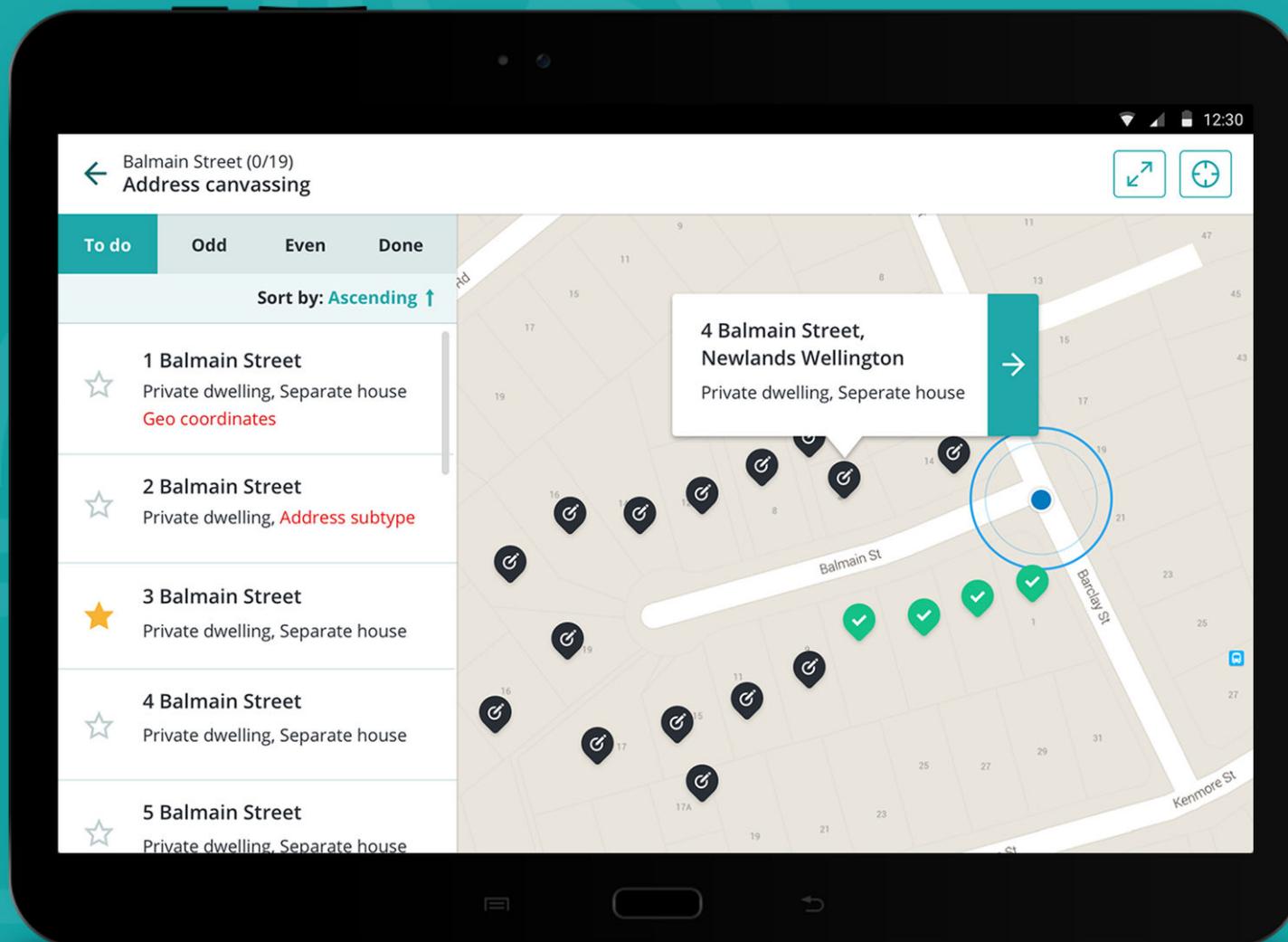
STATS NZ

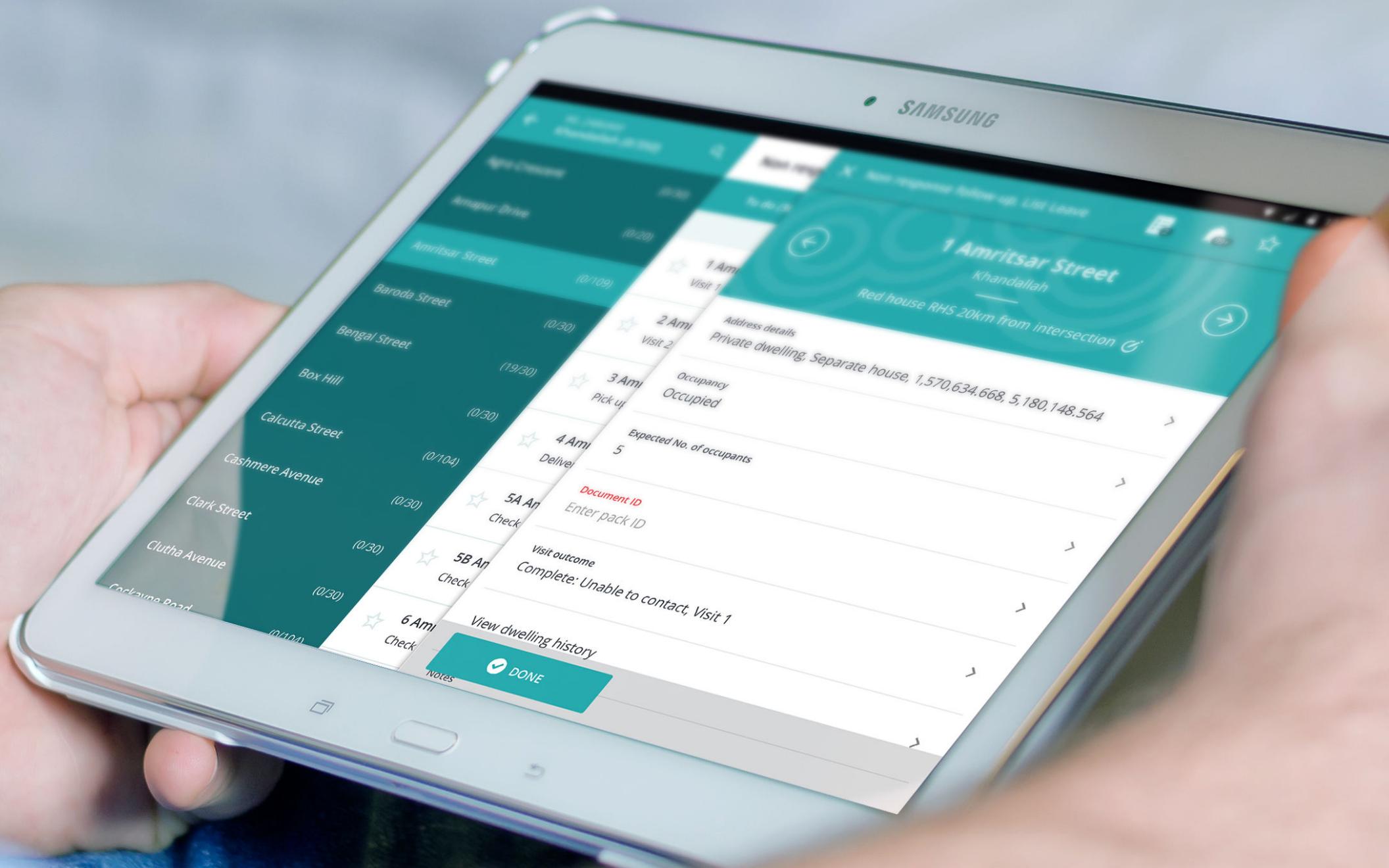
Mobile workforce: capturing data in the field

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 work- load visualisation.







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.
- **FarmIQ** - 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.