



Lead Experience Designer (Service & Product)

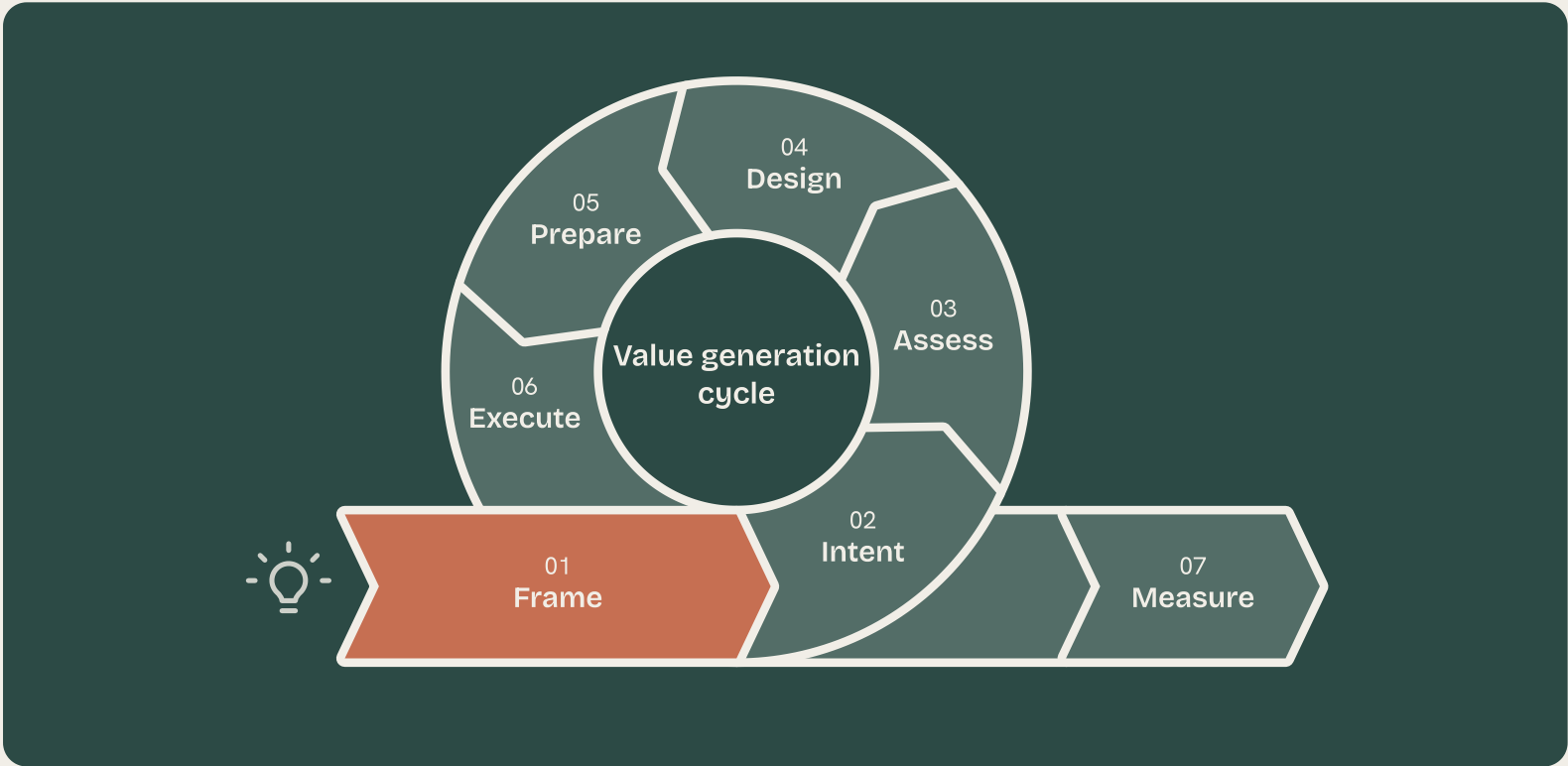
Innovation · Experience strategy & design · Organisational alignment

Stronger insights.
Clearer priorities.
Better services.

I help organisations understand what customers need, agree what to improve and give teams the skills and direction to deliver it.

My value-generation framework

A repeatable process: agree the problem, make improvements and measure the results.



15+

Years of experience
Across service and product

6

Industry sectors
Hospitality, telecom, finance, aviation,
government, social impact

4

Global regions
UAE, Australia, Serbia, Saudi Arabia

Available and eligible for work in UAE, UK, AUS



UX · CX · Service design

Experience across disciplines. One connected service.

I have worked across user experience, customer experience and service design. I bring them together so the product, the customer journey and the teams behind it work as one service.

User experience

UX

Belong: I led the website redesign, design system and UX chapter.

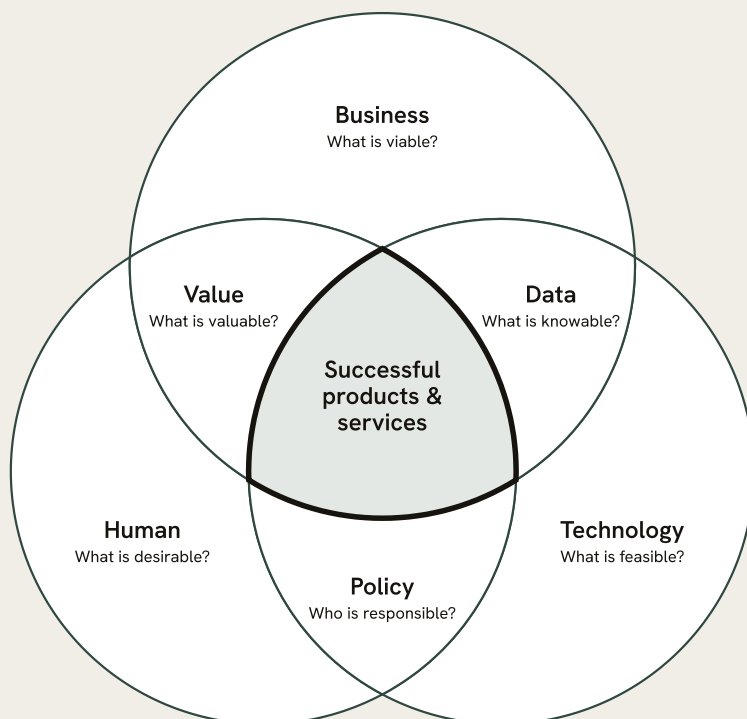
Customer experience

CX

ADGM, with ADL: I led client workshops to define where AI could help and where people needed to decide.

Service design

Kerzner: I designed a shared playbook and strategy site for three brands.



What this brings to a lead role

Bring the right perspectives together.

My experience across disciplines helps me connect what people need, what the business can support and what technology can deliver.

I work with teams to make those choices together, using evidence and clear responsibilities to guide the service.

[Try the challenge map](#)



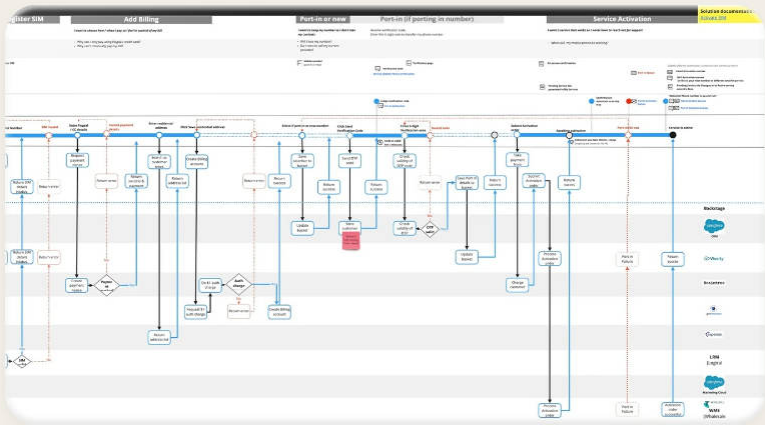
Telecommunications · Belong

Faster launches. Stronger UX capability.

Digital Product Owner and UX Chapter Lead · 2017-2021



A shared view of the service, built together.



Connect the conversation to delivery.

The SIM activation blueprint makes customer interactions, systems and team handovers visible in one shared view.



10x faster launches for offers
and campaigns

The challenge

Improve the customer-facing website, make launches easier and build UX skills across teams.

My contribution

I led the redesign, design system and headless CMS foundations, and built a distributed UX chapter with shared principles.

[Explore the redesign and service blueprint](#)

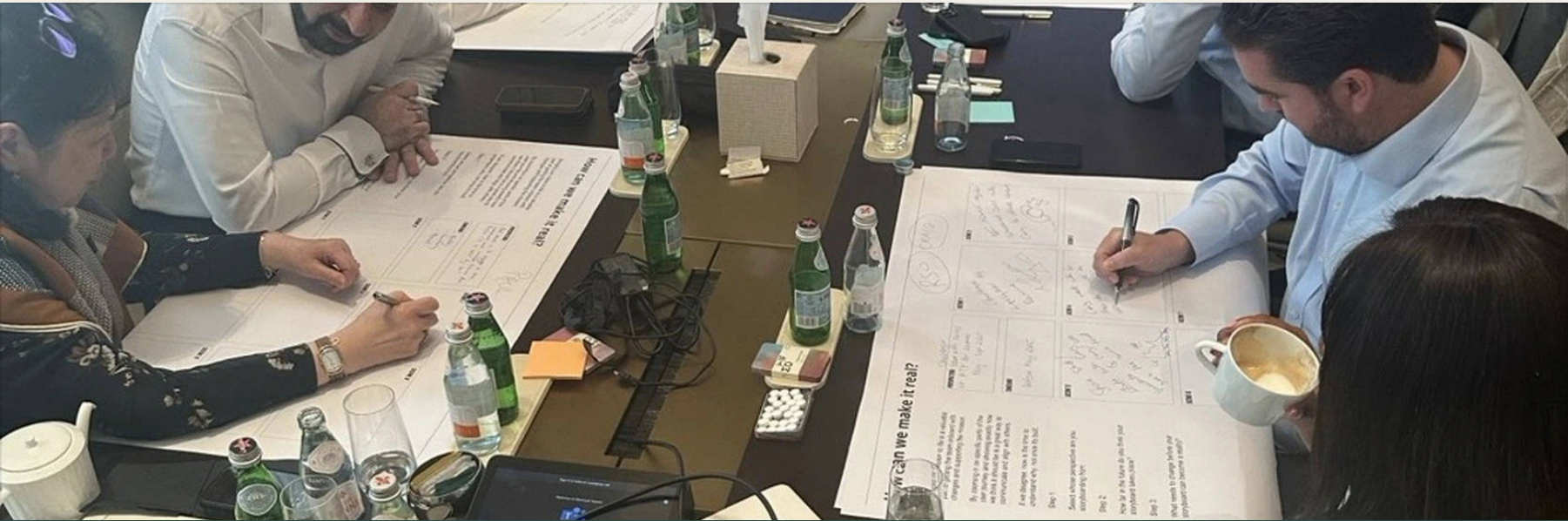


Luxury hospitality · Kerzner

Three brands.

A shared language for value.

Service Design & Value Enablement Consultant · 2024-Present



Guest needs meet business decisions.

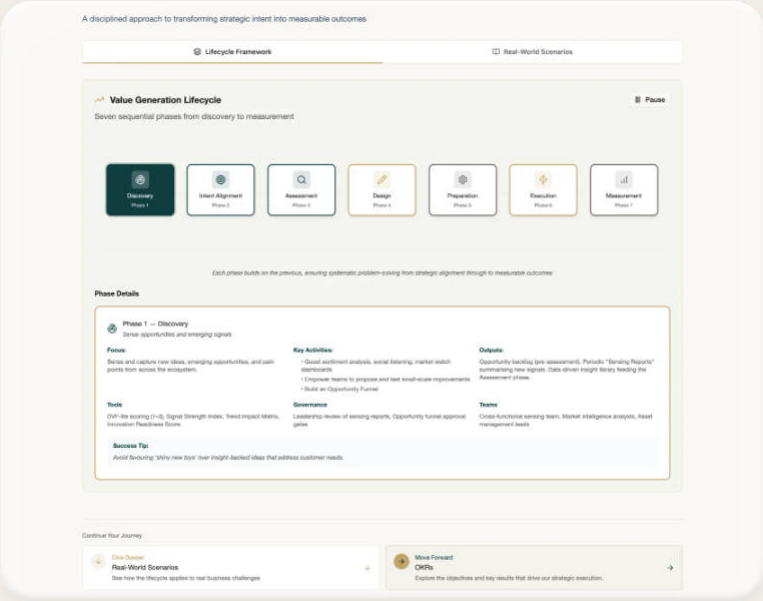
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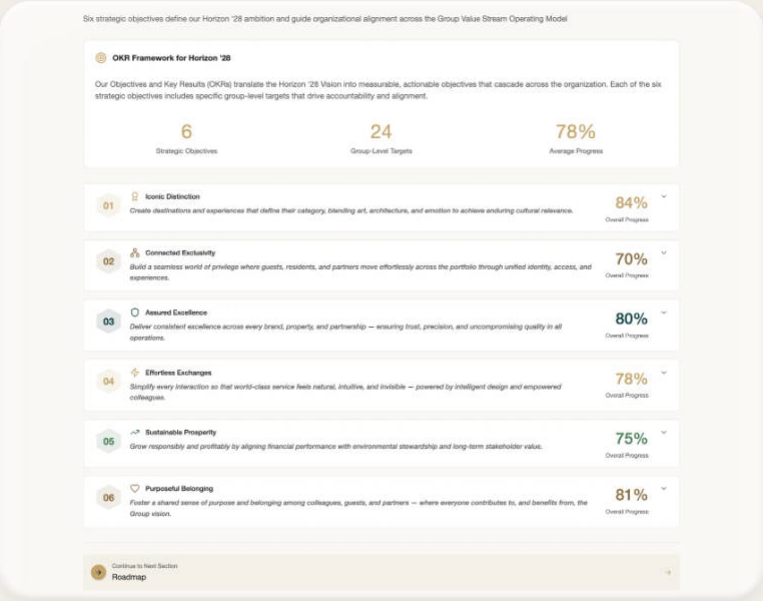
SIRO

A playbook teams can use.

A strategy they can navigate.



Anonymised value lifecycle: activities, outputs and ownership.



Anonymised objectives view: strategy connected to targets.

From shared goals to a clear plan.

The playbook turns guest needs into one shared list of work, with agreed goals and clear responsibilities. The strategy site brings 6 strategic goals, 24 group targets and a quarterly plan in one place.

[Explore the playbook and strategy product](#)



Financial services · ADGM via Arthur D. Little

Client service that can grow. Clear boundaries for AI.

Senior Service Designer / CX Designer · 11-week engagement · 2024



Client engagement and facilitation: shaping where AI belongs.

ADGM’s expansion to Al Reem Island was driving rapid growth in client enquiries. Underused Salesforce capability, basic lead management and disconnected data left the client-service team carrying a heavy manual workload.

My contribution

The Arthur D. Little team worked with ADGM colleagues to review the client journey and plan improvements to its digital services. I focused on client engagement and workshop facilitation, helping teams agree where AI could help and which decisions needed human judgement.

Principles applied

Clear boundaries for AI.

What AI should know

Clear roles for creating, checking and updating the knowledge AI uses.

What AI can decide

Agreed limits on what AI can decide when supporting staff and customers.

Where people take over

Clear points where a person must review or take over.

Explore the assessment and delivery priorities

Coaching teams · Working with leaders

Helping teams develop ideas and agree priorities.

Two examples of helping people work towards a shared goal.



TAQA · via XWORX · 2023

Coaching teams from problems to concepts.

I designed and ran the COP28 Innovation Challenge. I coached teams from different disciplines to define problems, develop ideas and review their concepts.

3 concepts went on to be presented at COP28.

[Try the challenge-framing tool](#)

Vinnies Australia · 2021–2022

Bringing leaders together around one roadmap.

I mapped how the services work together and created a way to rank digital projects against Vinnies’ mission. Leaders across locations used one shared digital roadmap for the first time, while keeping local service needs in view.

[Try turning evidence into a work plan](#)

Planned Activity

Build on the foundations and prioritise next-steps

Simplify the web channel

Set up feedback cycles and service metrics

Consolidate design guidelines

Roadmap future opportunities

Mission → Vision → Values → Goals → Strategy & Metrics → Actions & Measurement

URLs

favicons

links

Content

Information

https://vinnies.org.au

💬

+

+

★

+

🔄

=

👍

✓ contrast

✓ alt text

✓ tone

✓ ARIA links

✓ break points

✓ input methods

● Development

● Design

○ Strategy



The approach

portfolio.essentialcraft.com.au

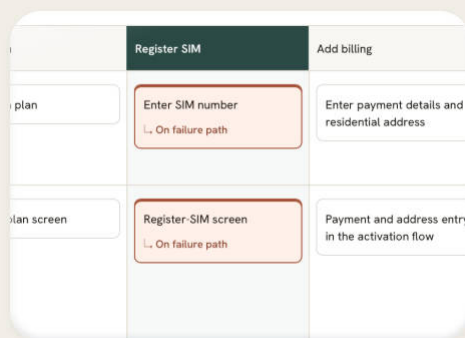
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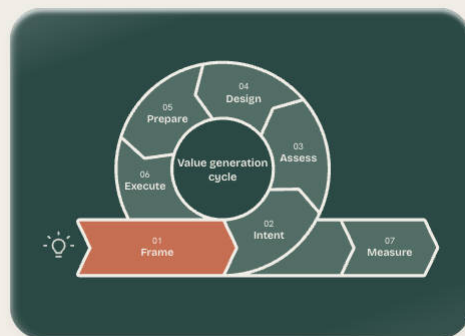
Take a closer look at how I work.

Explore the case studies and try the working demos.



See why a customer journey breaks

Trace a failed SIM activation through the real Belong blueprint to see how systems and handovers affect the customer. Explore proposed decision tests for a coordinated response.



See how customer feedback becomes a delivery plan

Follow a hotel service problem from customer evidence through design decisions to a prioritised work plan and measures of success. Try the framework with sample data.



Garry Burns

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Service & Product

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Open to lead roles and consulting.



[Email Garry](#) [LinkedIn](#) [Download CV](#)

Available and eligible for work in UAE, UK, AUS