

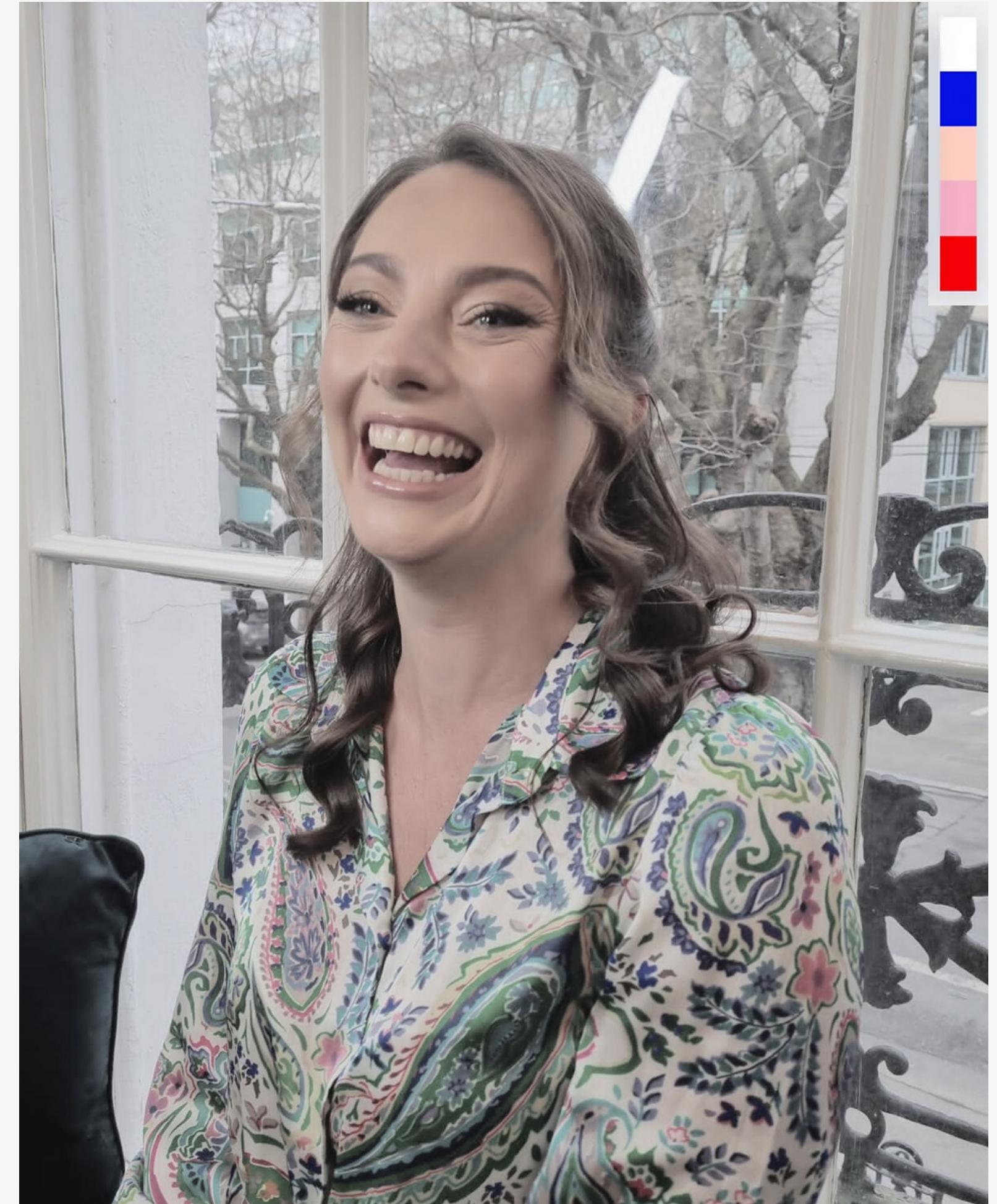
**Professional Portfolio**

# **NICHOLA WOLFE**

**CUSTOMER EXPERIENCE  
STRATEGIST**

**Devoted Design Thinker | Understannder of  
User Needs | Connector of Dots |  
Proactively Gets Things Done**

I help organisations understand their customers so they can create stand-out experiences that build loyalty and achieve business growth.





**Nichola Wolfe**

CX Strategist

**"WHAT CUSTOMER  
ITCH DOES THIS  
SCRATCH?"**

## Personality

Proactive

Creative

Strategic

Friendly

Organised

Inquisitive

Honest

Adventurous

## Bio

I help global clients across industries deliver outstanding customer experiences through human-centred creativity and innovation. My passion for inspiring change through design thinking is matched by my ability to navigate complex organisations and build strong relationships with stakeholders.

## Capabilities

CX Strategy



CX Design



Design Thinking



Project Mgmt



Client Relationships



## Goals

- To partner with the right agencies and clients
- To deliver stand-out customer experiences
- To create a harmonious work life balance

## Motivations

- Uncovering insights to understand customers in a new light.
- Connecting the dots to create a full picture.
- Collaborating to create a clear vision.
- Seeing ideas come to life.
- Standing back from great work and feeling proud.

## Frustrations

- Cluttered or overwhelming interfaces
- Lack of insight or evidence based decision making
- Superficial customer experience work

## Clients

TESCO

electric  
Ireland

VHI  
HEALTHCARE

NatWest

accenture

LLOYDS  
BANKING GROUP

AstraZeneca

G

Aer Lingus

AIB

# CX DESIGN PROCESS

Here is my proven process to creating outstanding customer experiences. While it may be tempting to dive right into designing solutions, I have learned through experience that taking the time to thoroughly explore and define the problem in the early stages of the process can ultimately save time and money. Deep understanding of the business and customer needs ensure the solutions created are relevant and effective.



## Discover

### Sample Activities

- Research
- Objective Setting
- Design Thinking

### Sample Outputs

- Insights Report
- CX Vision Strategy
- Project Approach / Plan

## Define

### Sample Activities

- Research
- Analysis
- Problem Mapping

### Sample Outputs

- Customer Personas
- Journey Maps
- Strategic Recommendations

## Design

### Sample Activities

- Design guidelines
- Mock-Ups
- User testing

### Sample Outputs

- Wireframes
- Prototypes
- Product Roadmap

## Deliver

### Sample Activities

- User Stories
- Development
- User Testing

### Sample Outputs

- Launch of MVP
- Prioritised backlog
- Scrum establishment

## Scale

### Sample Activities

- Experimentation
- Problem Solution Mapping
- Optimisation

### Sample Outputs

- Enhanced solutions
- Experimentation Framework
- Evolving roadmap

## Professional Portfolio

# PROJECT PORTFOLIO

Throughout my career, I have worked alongside various brands to craft meaningful experiences that consider both business objectives and customer needs. Whether it's as an experience practitioner or a project lead, I have the flexibility to serve in different roles within a CX project. My experience spans both digital and offline domains, and I invite you to review some of my most remarkable projects in the upcoming slides.



### Global Technology Company

SMB Ads Customer Experience

### National Utilities Company

Smart Meter Customer experience

### Professional Services Firm

Commercial Services Redesign

**Project Objective:** Enhance the Client's Competitive Edge through SMB Ad Customer Experience Improvement.

### Role: Customer Experience Lead

- Managing the experience team and overseeing all experience design work.
- Designing the research framework and recruiting relevant participants
- Conducting in-depth competitor research
- Extrapolating strategic recommendations from research insights
- Collaborating with clients to get approval for strategic recommendations
- Scoping of additional follow-on projects

**Outcomes:** This project resulted in a number of additional follow-on projects to implement recommended changes across user-facing platforms, sales support processes and customer learning pathways.

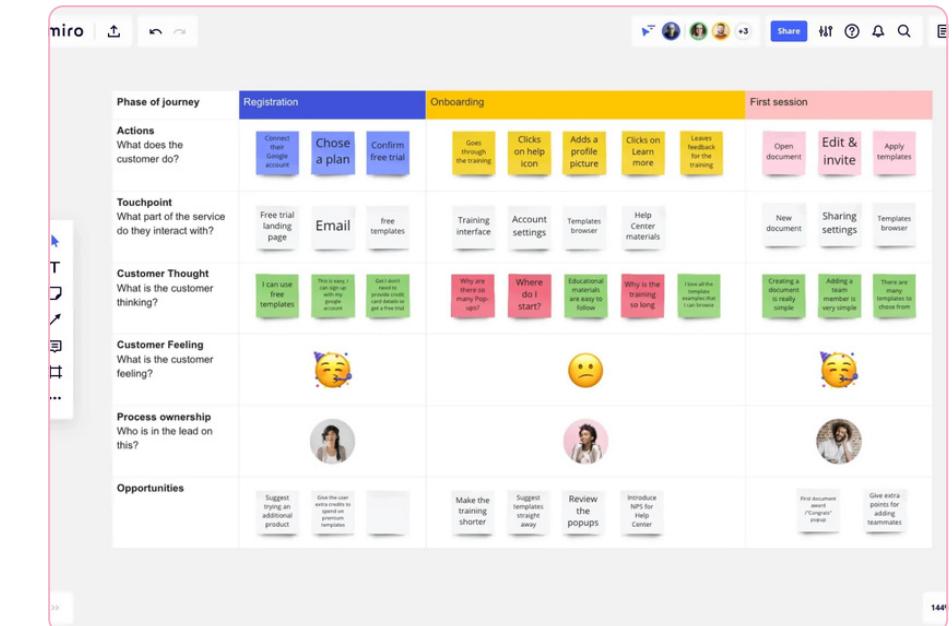
# SMB ADS COMPETITOR CX ANALYSIS GLOBAL TECHNOLOGY COMPANY

### Sample Outputs:

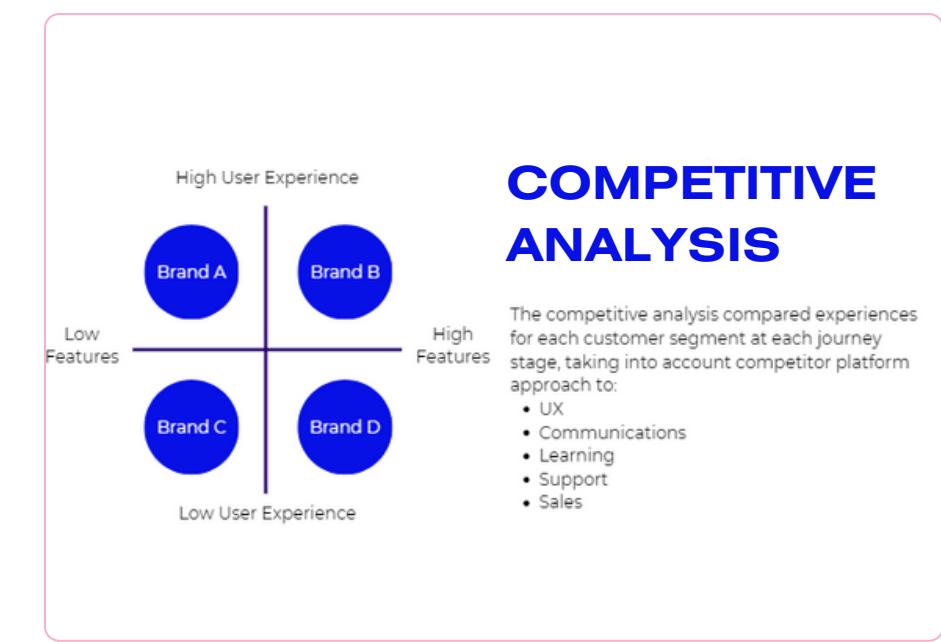
\*Illustrative



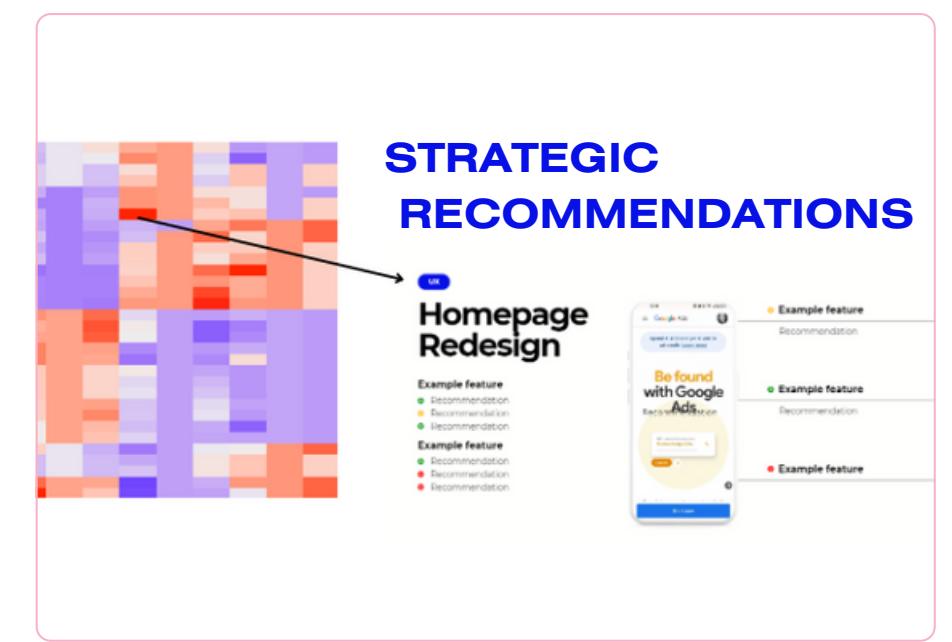
Participant task framework



Competitor Experience Blueprint



Synthesised research findings



Strategic Recommendations Doc

**Project Objective:** Develop customer journeys for new segments and enhance the experience of current customers by gaining insight into the Smart Meters proposition.

### Role: Customer Experience Lead

- Leading the customer experience project from start to finish.
- Managing the experience team and overseeing all experience design work.
- Conducting design thinking sessions with clients.
- Collaborating with clients to get approval for strategic recommendations and prototypes
- Managing project and communicating scope, approach, changes and outcomes to client.

**Outcomes:** Highlights include establishing a "Design Accelerator Team," identifying new customer segments, and delivering product features and improvements across web, mobile and portal platforms..

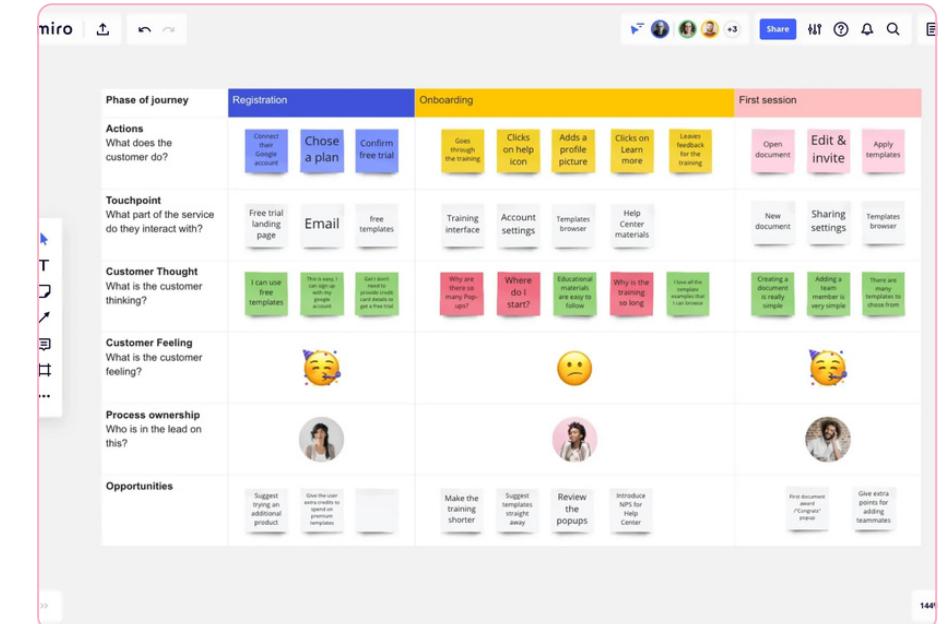
# SMART METERS CX NATIONAL UTILITIES COMPANY

### Sample Outputs:

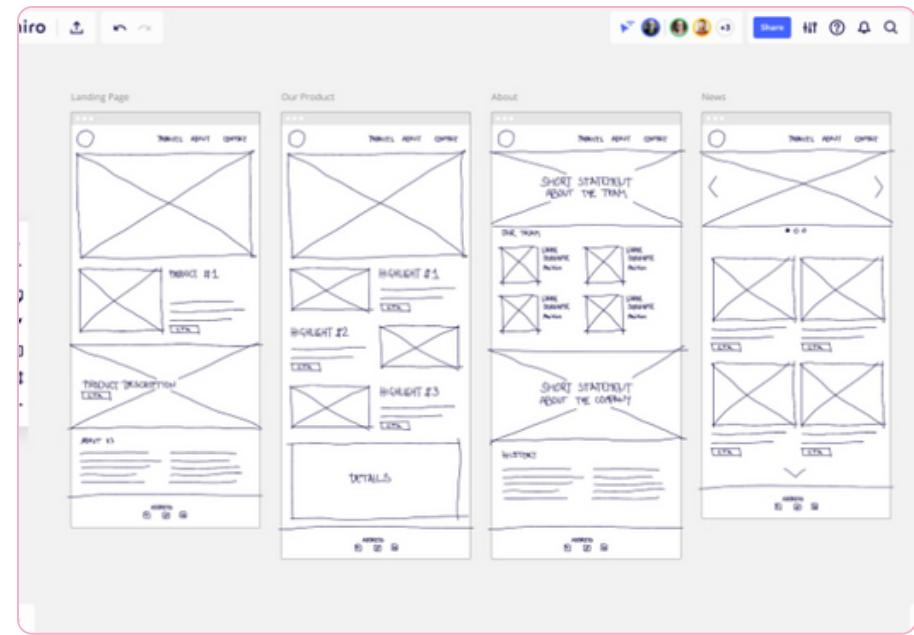
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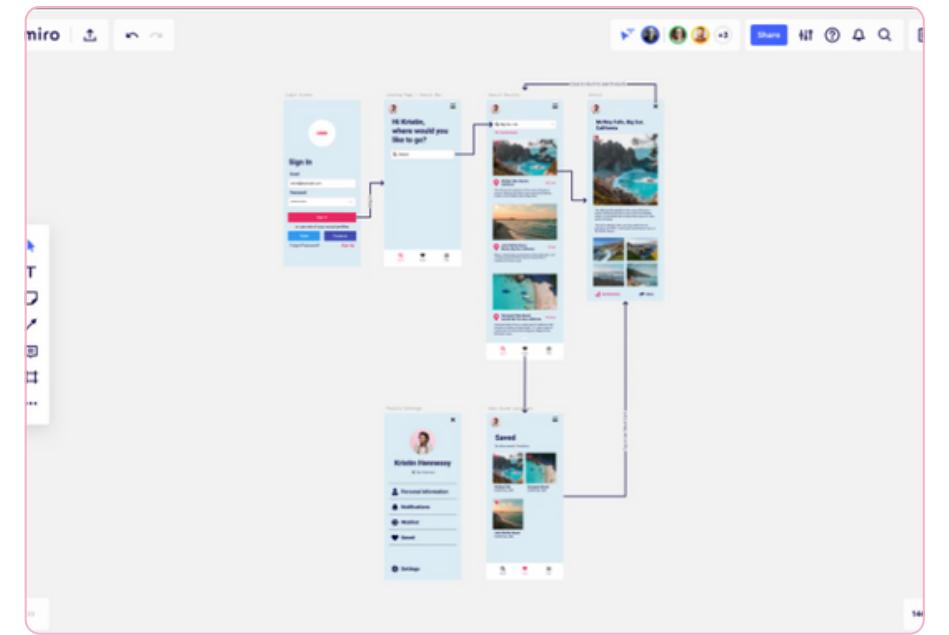
Customer Personas



Customer Journey Maps



Low Fidelity Wireframes



High Fidelity Interactive Prototypes

# COMMERCIAL SERVICES REDESIGN PROFESSIONAL SERVICES FIRM

## Objective:

To improve commercial services and related resources to empower account and business directors to become more self-sufficient.

## Position: Customer Experience Lead

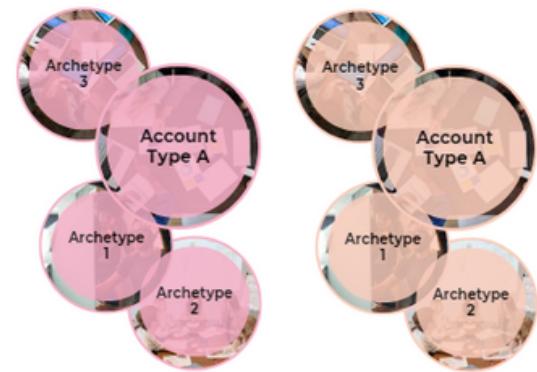
- Project management and scoping
- Oversight of the experience team and all its design work
- Collaborating with senior global leadership for approach and output approval
- Conducting MD design thinking sessions
- Supervising in-depth interviews and research with focus groups
- Deriving strategic recommendations from research insights
- Creating a strategic roadmap of CX improvements

**Outcomes:** As a result of this project, user types were clearly defined, and senior stakeholders across multiple geographies were aligned. The CIO approved several recommendations for development and launch, and work is currently ongoing.

## Sample Outputs:

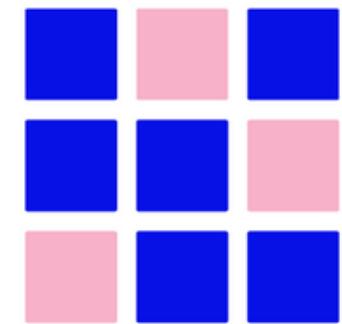
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### CREATING SEGMENTS, ARCHETYPES & PERSONAS



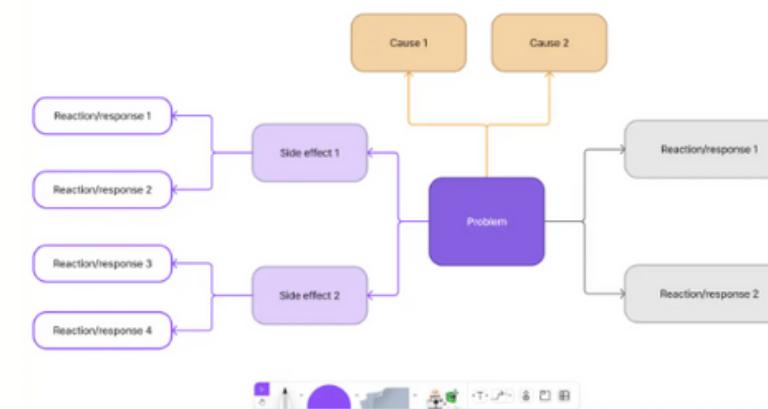
Segmentation, archetypes & personas

### Unity & Alignment



Design Thinking Outcomes

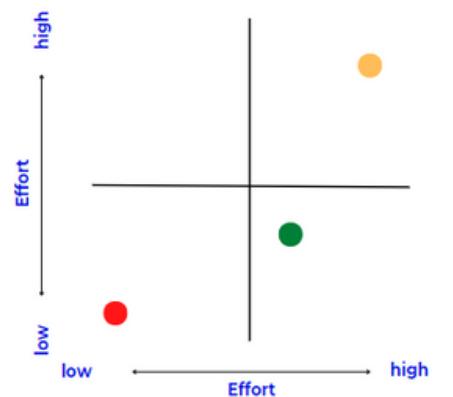
### Problem Mapping



Synthesised research findings

### Roadmap

- Solution 1  
Users Impacted
- Solution 2  
Users Impacted
- Solution 3  
Users Impacted



Strategic Roadmap

# LET'S WORK TOGETHER

## **Let's Connect to Explore Your Customer Experience Goals**

Reach out and let's discuss your aspirations for customer experience. Together, we can create a customized approach that is tailored to your business needs.

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