

LEXI MOSSOP

STRATEGIC DESIGNER | INNOVATION & EXPERIENCE DESIGN CONSULTANT

PERSONAL PROFILE

- Adaptable and customer-centric transformation consultant at a highly reputable global professional services firm.
- Course winner of the 2021 RMIT Adobe UX Awards.
- Self-motivated learner who specialises in designing for inclusivity and accessibility.

CONTACT

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EDUCATION

Bachelor of Design (Digital Media)
with Distinction
RMIT University
2019 - 2022

SKILLS

Customer Experience Uplift
Process Design
Behavioural Change & Insights
Customer Journey Mapping
Workshop Facilitation
Strategic Design
Stakeholder Mapping & Analysis
Client Management & Collaboration
Adobe Illustrator/Photoshop
Low & High-Fidelity Wireframing
(Adobe XD / Figma)

EXPERIENCE

EY, Innovation and Experience Design Senior Consultant

NOV 2021 - PRESENT

- Starting as an Intern (Vacationer) Consultant in Consulting's Business Transformation team, recently (2024) progressing to Senior Consultant in the Innovation and Experience Design sub-competency of Consulting's Customer team.
- From 2021 to present, Lexi has utilised the power of design thinking and customer-centricity to work with clients as they rapidly adapt to a changing landscape. She actively understands the importance of placing humans at the centre of a business' purpose, strategy and customer experience to respond to and embrace change.
- Key roles include
 - Implementing scalable operational services and processes in the transport and infrastructure sector;
 - Leveraging behavioural insights to action iterative behaviour change in various service design capacities;
 - Communicating with C-Suite level executives to execute communications strategy and conduct stakeholder analysis in the education sector; and
 - Responding with agility and quality to numerous styles of consulting work, beyond that of design.

UX Rescue, WIX Expert and UX Research Assistant

AUG 2021 - JUL 2022

- Working with a global team of UX researchers and designers to improve the website experience for their core users, non-government organisations (NGO).
- Key roles include implementing design specifications to their WIX website to reflect their rebrand; assisting with user interviews; additional research to help determine target market desires.

RMIT Activator, LaunchHUB Pre-Accelerator Program Member

MAY 2021 - JUL 2021

- A highly selective program where eight startups developed minimum viable products, showcased business acumen and growth over twelve weeks, culminating in a pitch showcase to an audience of over 200.
- Acceptance into the program was with an app prospect 'Sweeping Success' - a marketplace where children can complete chores, earn points and swap their unwanted toys and clothes with other children, creating a more sustainable future.

Wanngi, UX/UI Designer

JUL 2020 - NOV 2020

- Starting as an intern digital designer at the Wanngi health tracking app, progressing to their resident UX/UI designer and digital marketing assistant.
- Key roles include creating screen designs and prototyping interfaces; maintenance of their WordPress website; maintenance of the company's brand to facilitate customer engagement and onboarding.