

Kim Bartkowski

IBM Distinguished Designer Candidate

Portfolio + Field Notes, August 2021



Hello. I'm Kim. I'm the first Chief Design Officer in APAC and a founding member of the IBM Garage Centre of Competency. There are a lot of first-of-a-kinds in my story. I joined the Garage team in 2019 and immediately started to create an operating model that is designed to deliver speed to value on outcomes and improve the rate of transformation and culture change. The Garage Operating Model is the global standard for all IBM Garages and I have designed a re-useable toolkit of assets, accelerators and performance management system to compliment the model and organizational design. When clients and IBMers struggle to understand the value design can have on their organization, my operating model and frameworks clearly demonstrate the impact. A unique measure of its success, the Garage Operating Model will be the dynamic delivery engine for IBM's new Ventures program. As part of my role in the CoC, I teach these assets to any team working in IBM Garage or doing design across IBM globally.

My work designing and implementing Intelligent Workflows while working in IBM Garage is market-leading. To do this I am combining a range of design practices through the application of Design Research, IBM Design Thinking, Lean Startup, Lean UX, Cognitive Design, and Agile methods. I'm also actively involved in external communities of design practice working with universities, industry bodies, foundations, networking groups, and not for profit projects to shape and advance the future of design through doing.

My intention is to show both my impact on the design program at IBM and the impact I'm making on our clients and designer communities. My mission is to ensure the next generation of CXOs will value design because they will have come through my Garages, Venture Accelerators, iX Studios and classrooms.

Cheers,

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PART ONE

I am a catalyst for culture change and developing talent.

“Our team’s mission focuses on transformation and re-invention for enterprise clients. We re-invent businesses, by design. Kim’s drive for tangible results helps her methodically deal with constant change. Her deliberate and patient approach gives our clients and her teammates confidence in their abilities to handle change. She listens carefully to all options before reaching a conclusion on her vision.

Once this has been achieved, Kim has the ability to communicate her vision to others in an enthusiastic manner and this is her primary value to our clients. She likes challenges and will set goals for others to follow. Her optimism and charm are contagious, and she has become a natural leader for our organisation.”

—Anthony Farah, VP IBM Garage + Ventures



I'm a connector. My career is a vocation, not a job, and I weave my point of view on design and its impact on the world into my work at IBM, my relationships in the global design community and am often called upon to coach a new generation of design enthusiasts. I provide our local design studios with a corporate platform to balance the value of design perception, I manage a team of designers across Asia-Pacific in IBM Garages, and I advocate for the adoption of sustainable design practices by demonstrating a desirable career path for newly graduated designers in the workforce.

I have earned my place as a regarded design leader and am highly-awarded by my peers. I was the first design principal in APAC and the southern hemisphere. I reside in Sydney, Australia, yet because my design career has taken me to the US, India, Australia, New Zealand and China, I have the ability to bring the world of design to my teams through my personal network.



I am evangelist for design. In my role as IBM Design Principal I have focused on elevating the quality and craft of design across IBM, client business and external design communities for the APAC markets. I have been successful at designing and implementing a toolbox of re-useable Garage and design artefacts, practices and methods that help cross-capability teams work coherently and cohesively, enterprise-wide. I have delivered insights and created new value for clients that inform their products and services, platform and future portfolio directions towards building a cognitive enterprise.



My Business Impact

Speed to Value

Revenue uplift for Garage, Design, BTS and HCS deals

Reduce cost to sell

S A L E S & S O L U T I O N S

Through IBM Garage Engagement Strategy – Accelerate the sell, de-risk delivery
Continued adoption of Garage operating model and ways of working into core Service offerings

Facilitation and delivery of Initiative Pipeline Ceremony for account growth

Speed to Value

Reduce cost to deliver

Rate of Change

Increase employee engagement

Garage Capability

D E L I V E R Y

Reduced bands over time as delivery continues

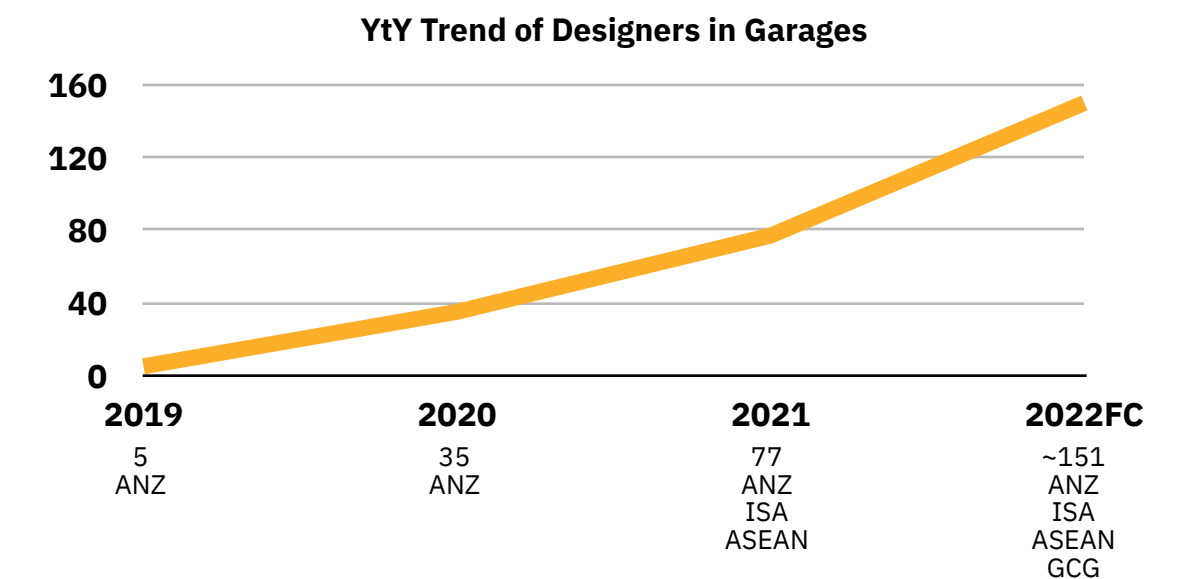
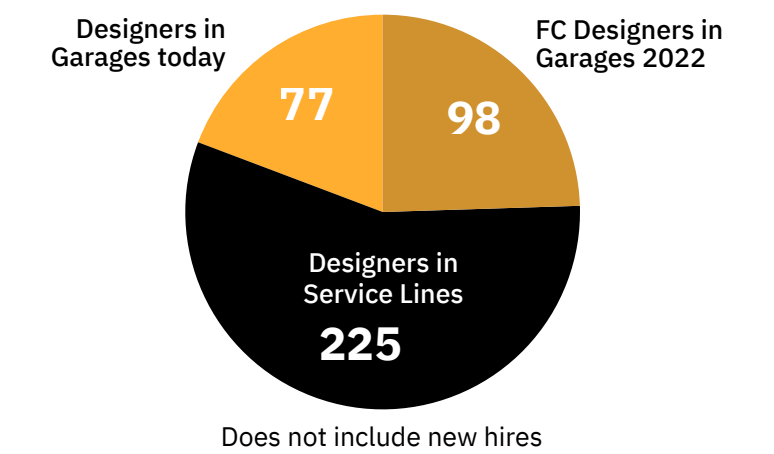
Working with Design Leaders across APAC on enablement and capability uplift
Self-service assets and artefact toolkits for global Garage design chapters providing hands-on technical experience in Design for AI and Intelligent Workflows

Rate of Change

Increase awareness for IBM Design in APAC

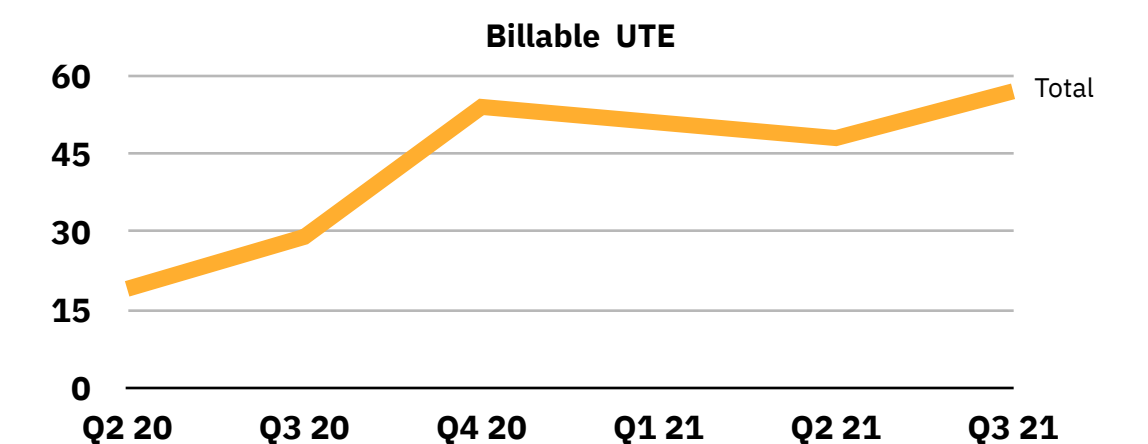
B R A N D

Advocacy and executive sponsorship of APAC Garage Community & Culture
Thought leadership in the IBM Design for AI Guild
External publishing and speaking engagements
Working with universities to build relationships with grads, continuing education for adults



Reduced Cost to Sell/Deliver Garage

Client	#Days Running	2021 TCV	Avg Band in 24 mo
Woodside	516	20M	8.5>7
AirNZ	211	10M	7.9>7
Rio	126	11M	8.4>7



300+ attend Garage Community & Culture Calls



Three things my teams appreciate most about working with me:

1. Empathy and people first which creates an excellent work dynamic.

2. My presentation and storytelling skills help captivate and influence any audience.

3. My commitment to design and the role it plays in every day work, how I bring that to our team.



**My role
in creating
IBM Garage.**

I designed the IBM Garage Operating Model

Concept by Ant Farah. Design, implementation and iteration by me.

The Garage Board manages the pipeline of Initiatives and runs interference on Impediments as they are raised.

My Garage Bootcamps help IBM with capacity planning and talent enablement.

The Interface Team are the "translators" of the Transformation program. They facilitate the Boards and Impediments Stand-up, provide consulting and advisory services to build the pipeline, and run capacity and enablement sessions to onboard new squads.

When the Board green lights a Product Owner's mission, they provide her/him with the data in the blue chevrons.

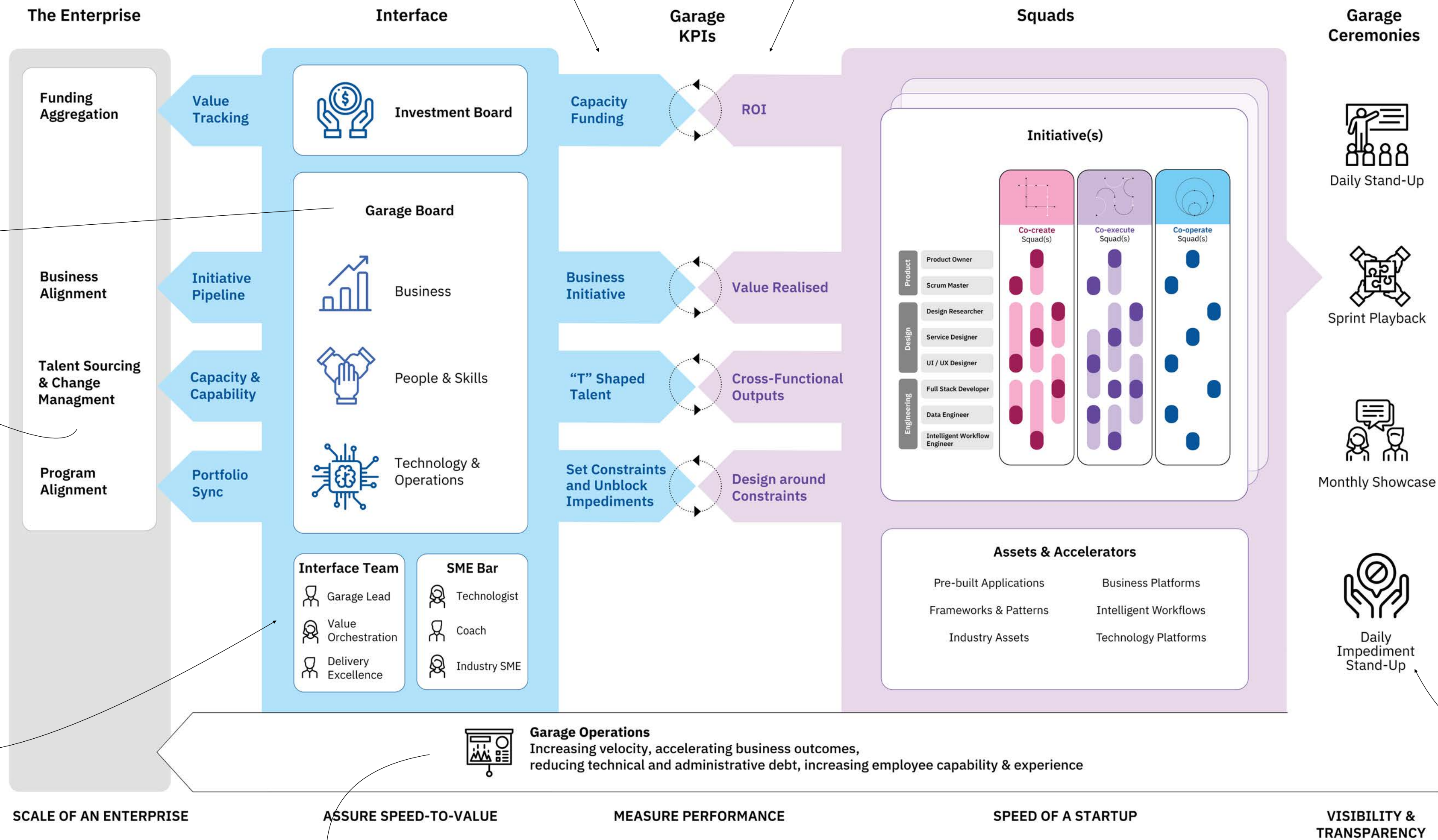
This is how I ensure my Product Owners are able to deliver with Purpose, Autonomy and Mastery. Every quarter, the POs need to show the boards the value they achieved in the 4 purple chevrons.

Squads are made up of cross-functional practitioners from clients, Business Transformation Services, Hybrid Cloud Services.

I built in Agile ceremonies to encourage teams to use Playbacks in their daily practice. I teach the 4 kinds of Playbacks as part of Garage enablement.

- Kickoff Playback
- Hills Playback
- Playback Zero
- Release Playbacks

I created one new Agile ceremony. I encourage my squads to discuss Risks, Assumptions, Impediments and Dependencies daily. This ceremony was specifically designed to help practitioners quantify the value the admin and tech debt is causing the squad.



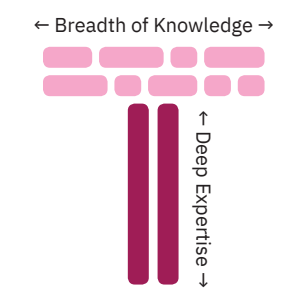
The Governance of the Operating Model is captured in V.O.T.E. I worked with an external workflow company to digitize the process I use in Garage. The tool is available in the Garage Experience starter kit and is demo'd in Garage Bootcamps.

We achieve the best results for our clients when we bring xGBS capabilities together into one team. I designed the Founding Squad composition for Garage to combine capabilities across practices and growth platforms. I also look at the soft skills and behavior characteristics in the talent design.

Founding Squad Composition in IBM Garage



Cross-functional
"T" Shaped talent



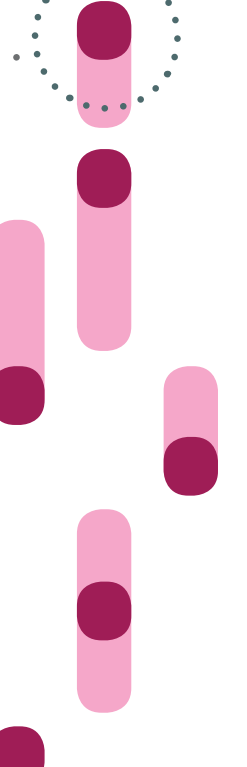
Behavioural
Characteristics

- Growth Mindset
- Team Player Coachable
- Tenacity Curiosity Intensity
- Resilience Empathetic
- Straight Talking

+

Founding
Squad(s)

- Product Owner
- SME / Strategist
- CX / UX
- UX Research
- UX Design
- Cognitive / AI
- Data
- Dev
- DevSec Ops
- Quality Assurance
- Scrum Master



Best Person for the Job

Since 2019, I have personally recruited 50+ roles for Garages globally.

IBM Garage isn't one discipline. It's many disciplines coming together in one operating model. I developed Best Person for the Job, an assessment tool that provides a qualitative and quantitative evaluation of practitioners coming into Garage. The assessment also includes a live Hack presentation where candidates perform a design sprint or develop a piece of code to demonstrate their skills.

Garage Leads
9

Developer Engineers
4

Product Owners
8

Value Orchestrators
6

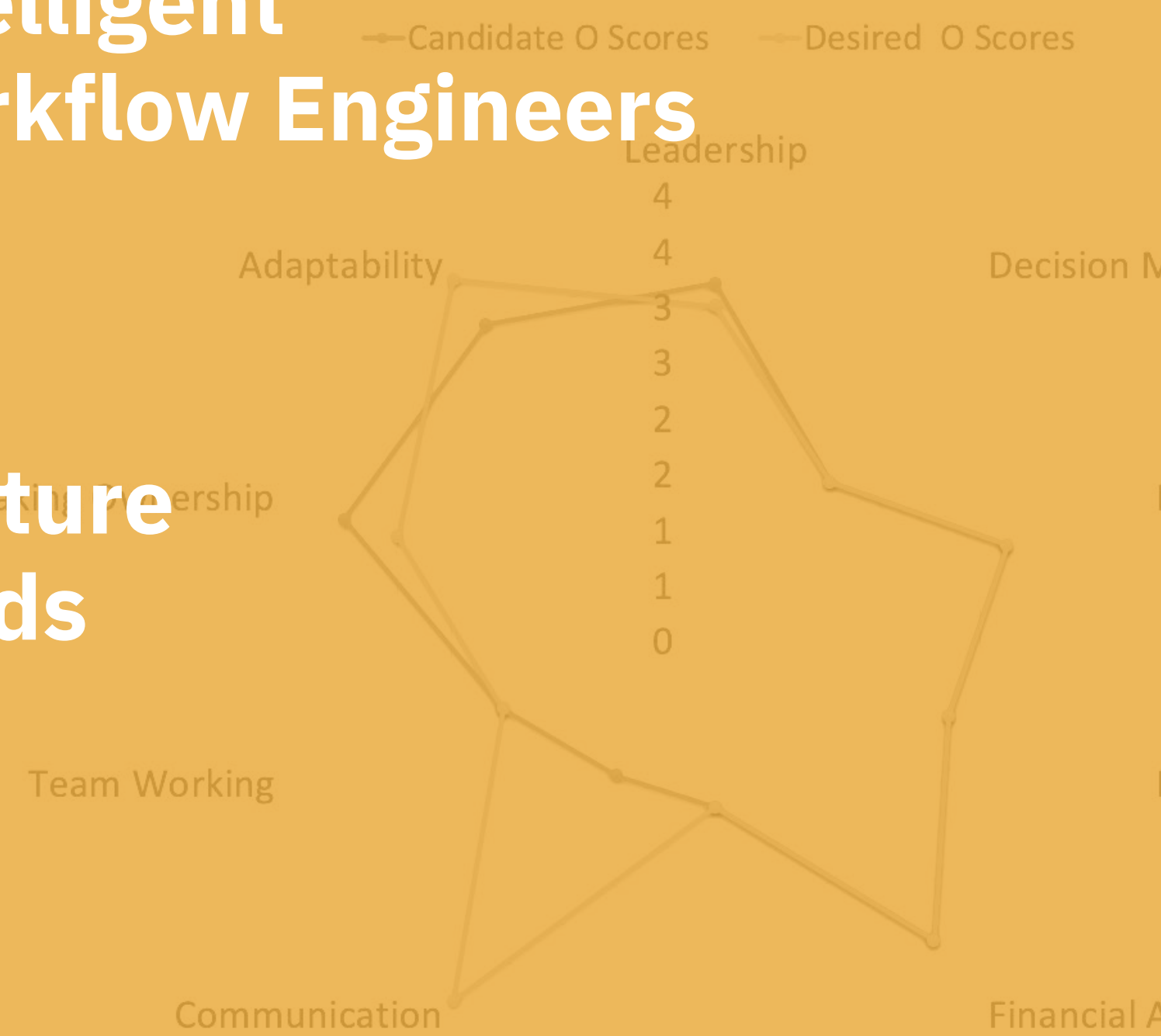
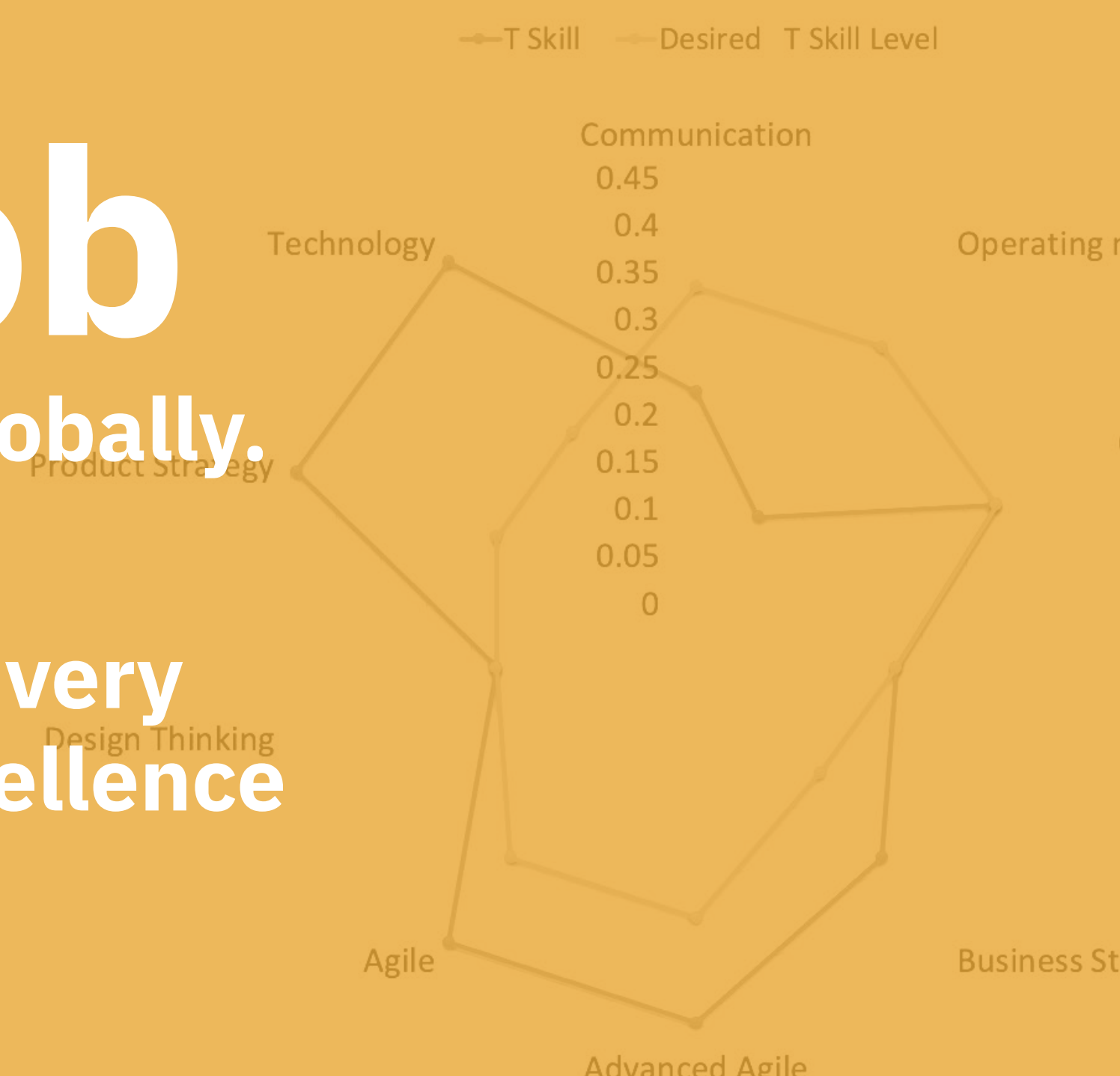
AI Engineers
4

UX Designers
12

Delivery Excellence
2

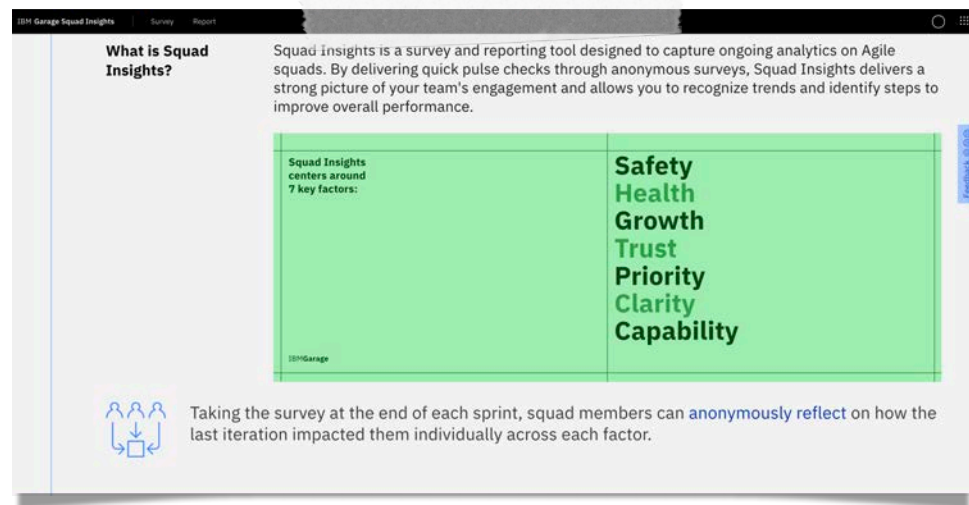
Intelligent Workflow Engineers
7

Venture Leads
1



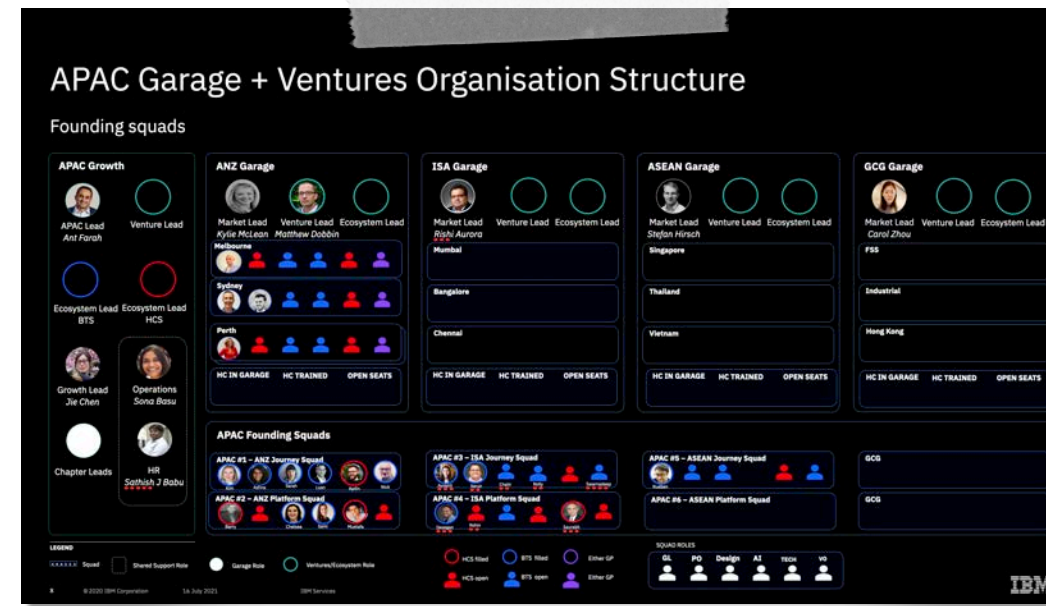
Best Person for the Job has influenced IBM recruitment, workforce management, and the FutureSkills+ talent program. My clients' HR organisations have also adopted the tool to help with capacity planning.

IBM Garage Assets



First-of-a-kind

I designed **V.O.T.E.**, a **Squad Insights** tool that measures increasing velocity, business outcomes, reduction of tech and admin debt, and increasing employee capability and experience every sprint cycle. The dashboard is reviewed by Garage Boards, Product Owners, Chapter Leads and practitioners, and gives transparency into the daily operations of Garage delivery.



First-of-a-kind

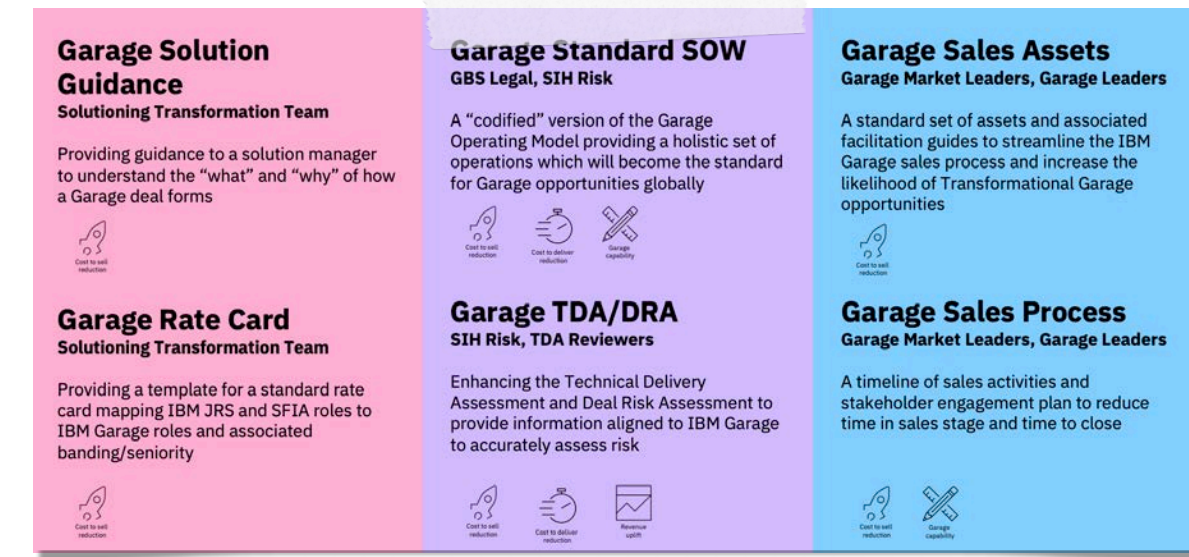
I designed the APAC region's **Center of Competency's organisation model** to show how our CoC would support our in-market Garage Leaders. The APAC model is now the global model for Garage.

"We are the precipice of the next major step-change in the way IBM Garage is leveraged across all of GBS, and much of what we are about to do is thanks to you. The model that you have championed for some time now, of the founding squad across the Geo, underpinned by N+1 model in each Market has proven (repeatedly) that it yields game-changing returns." — Debbie Vavangas, IBM Garage Global Offering Lead



First-of-a-kind

Garage creates enterprise-wide transformation. I **designed a new workshop toolkit for c-Suite executives to help them build a new mindset and culture shift towards a Cognitive Enterprise.** The workshop activities I designed give IBM Garage squads insight into the gaps and overlaps in workflows, duplicate job role efforts across organisational silos, and I provide new tools, like Cognitive Capability Cards, to help re-design job roles when incorporating AI, automation and robotics in the value and supply chains.



First-of-a-kind

To ensure Garage scales, I **needed to standardise the solutioning process. I built a Garage SOW and Solution guide**, providing guidance to help solution managers understand the “what” and “why” of how a Garage deal forms.

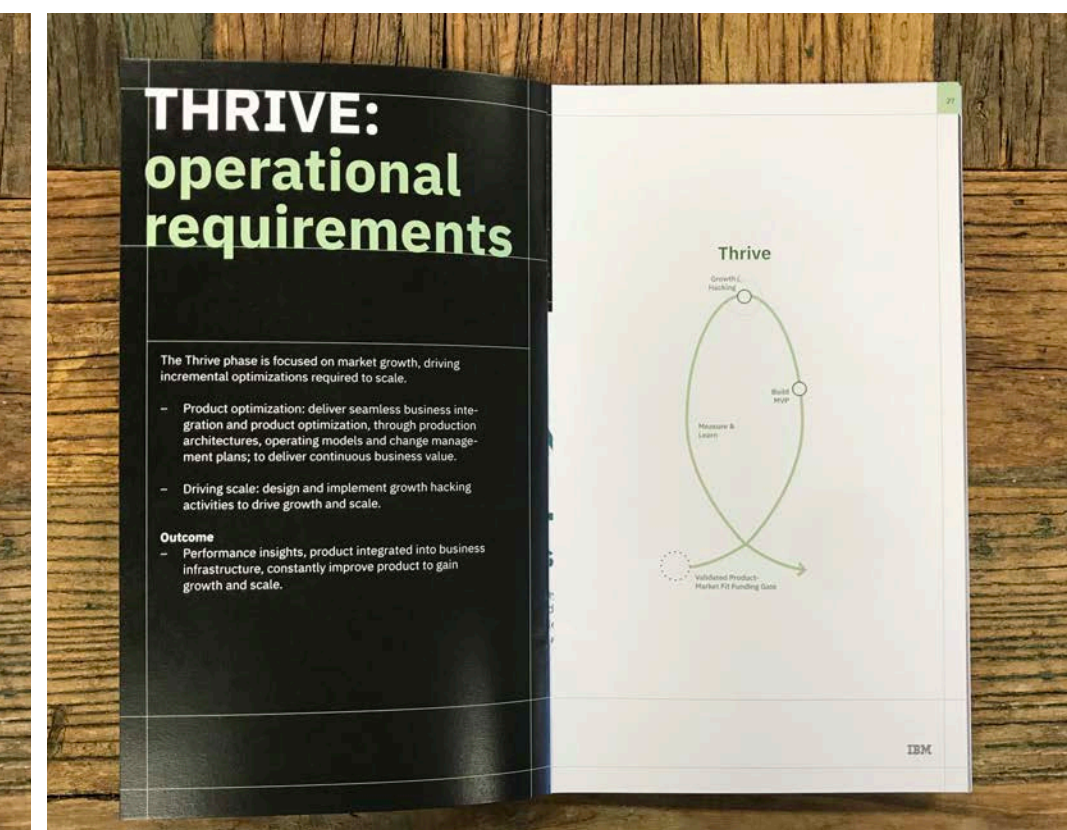
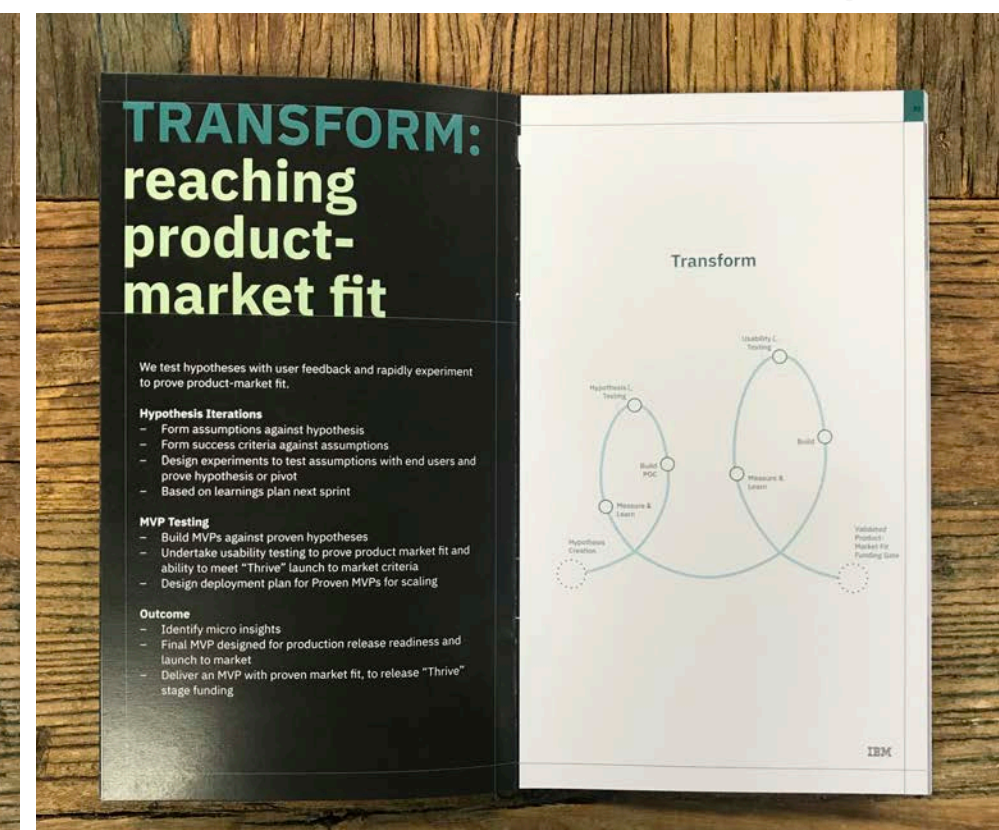
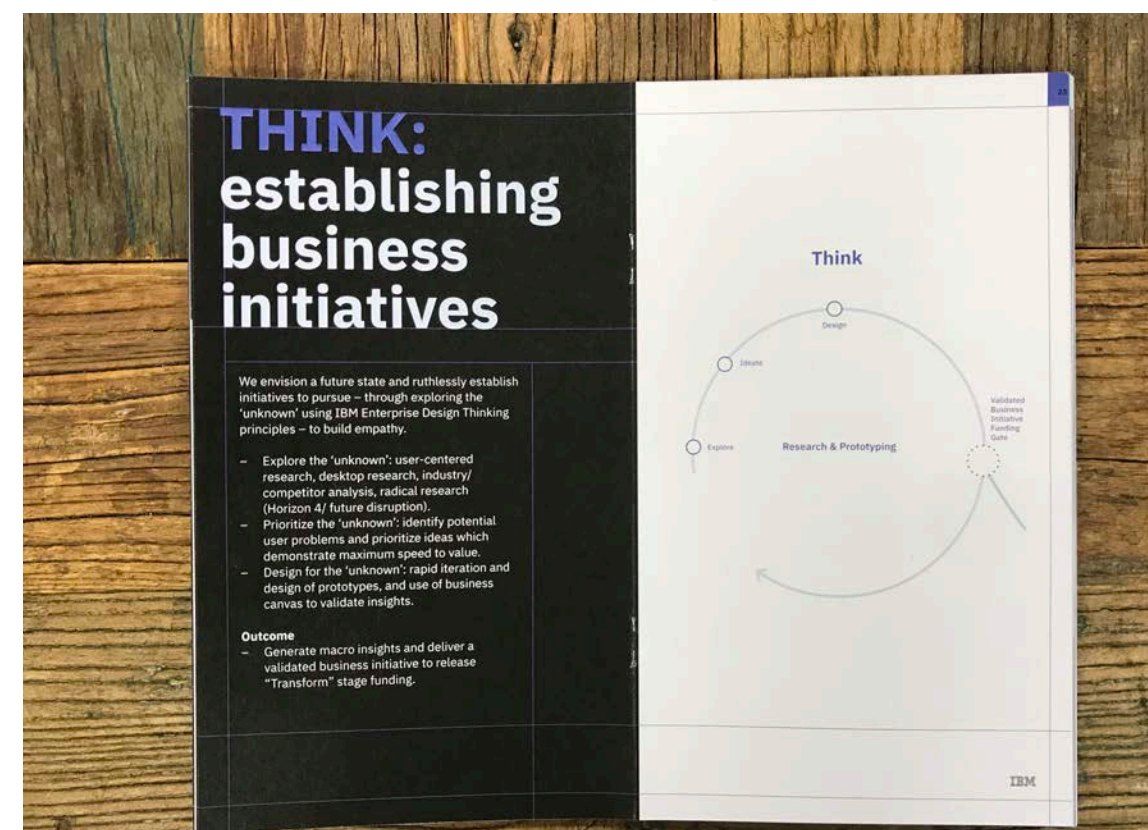
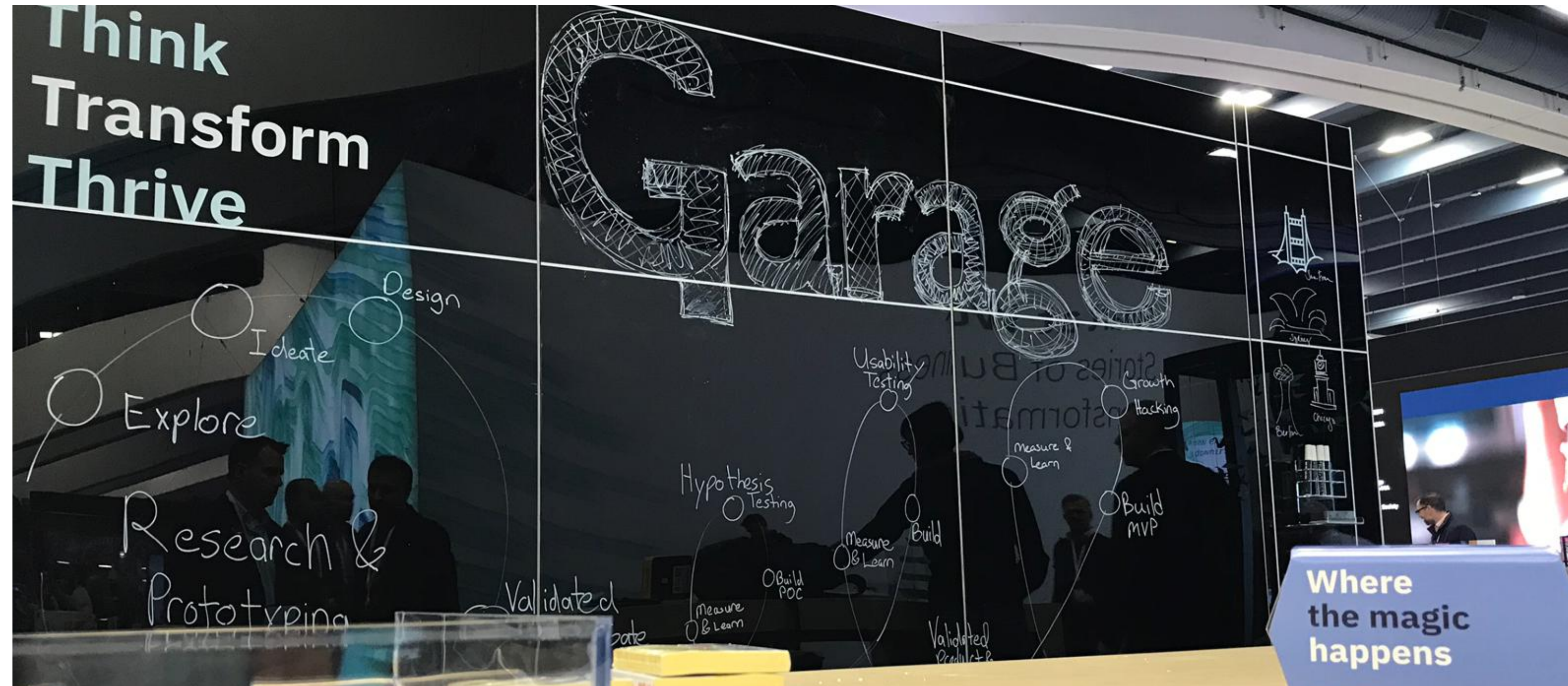
"A good SOW is one that can be used as a manual to conduct the engagement. Garage is contained enough to allow the development of such a SOW, which is very much the direction where you're taking this document." — Sleiman Saleeba, Risk Consultant

IBM Garage Experiences



First-of-a-kind

At **THINK 2019 in San Francisco**, I launched IBM Garage as an offering for GBS. I worked with global leads in the US, Germany and Australia to align the Garage messaging, develop collateral and printed material for the booth, and hosted the booth to help with client discussions and customer interactions.



I built the IBM Garage Design Chapter and Practitioner Playbooks

My Garage Practitioner Playbooks are a catalogue of the best practices in Garages across IBM. **My goal with the design playbook is to help every Garage communicate the value of design and outcomes consistently**, so the Garage brand experience provides the same quality and maturity of practice to all clients. I've also built a Product Owner Playbook, and contributed to the AI and Engineering Practitioner Playbooks.

I worked with designers in Garages across the globe to source the best practices. This artefact is the Golden Thread from the Frito-lay Garage (Credit: Matt Gierhart).

Common Design Artefacts in IBM Garage

My Garage teams use Mural to learn how to track the value they are defining. This hypothesis tracker maps validated and unvalidated user and business benefits. It gives Product Owners transparency of what the makes is learning in Co-Create and makes it clear where to focus efforts.

I supply Garage squads with a template to track their experiments, supplying them with 15 common research techniques they can use for in-person and remote situations.

The collage displays various design artefacts:

- Hypothesis Tracker:** A table with columns for Identifier (I), Beliefs (Person, Process, Platform), Pain Point & Value, Metric (Metric is achieved), and Labour Cost. It lists 15 hypotheses (1.1.1 to 1.2.5) with associated costs and descriptions.
- Customer Story:** A narrative about Harriet, a customer whose father has dementia, and Zainab, a frontline employee who helps her.
- Service Design:** A process flow diagram showing steps like 'Discovering an issue', 'Receives and responds', and 'Managing a No Show / Delay'.
- UX/UI Design:** Screenshots of a mobile app interface showing a schedule and a push notification.
- Cognitive Design:** A complex blueprint with sections for Value Chain, Measurements, Time, User Experience, and Front/Back Stages, detailing interactions between human and technology agents.

Design Research Artefacts

Service Design Artefacts

UX/UI Design Artefacts

Cognitive Design Artefacts

IBM Garage / © 2021 IBM Corporation

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Service Design is a great way to bring brand experiences to life. Storytelling and building strong narratives is key to a successful career in service design. I have created a tool kit to help designers build engaging and participatory stories about the products and services they are creating. I teach teams how to bring their journey maps to life with acting, visuals, and theatre props. I'm often heard saying, "If it feels funny presenting it, it will feel funny in real life, too."

I created this Cognitive Enterprise Design Blueprint. **This is a unique artefact created I built specifically for IBM Garage engagements.** I created it to prove out the design of our Intelligent Workflows and Cognitive Enterprise client strategies. See pages 21-25 for more detail.

Making sure IBM Designers stand out in the market is important to me. Our focus on AI Design helps us do so. I contribute to our Design for AI practice and have include AI Design artefacts and frameworks in the playbook to expose external designers and clients to IBM's point of view.



**My role
in IBM A/NZ's design &
culture transformation.**

IBM iX Studios

From 2016-2019 I was the Executive Creative Director in A/NZ market and managed three studios: Sydney, Melbourne and Auckland. During that time I helped establish a vibrant studio culture and network, designed 2 new iX Studio spaces and introduced the A/NZ market to maker spaces and accelerator labs.

I was known for building experiential walkthroughs with the products and services I was building for my clients. I trained my designers to use theatrical and cinematic techniques in their playbacks. I often invited clients and IBM partners to walk the walls of our studios to see the work "in action."



“She continues to have a significant impact on our client and employee engagements through her design leadership. An entire floor of our new office will be modelled based on how Kim and her teams work – co-creating, collaborating and walls that will come alive with the work they are doing.”

— David La Rose, Managing Director IBM Australia and New Zealand

A/NZ Culture Transformation

The Australian and New Zealand offices' employee engagement metrics had been in decline year on year. The situation had gotten so bad, the leadership team decided it was time to seek outside help in the transformation. The results from the outside consulting firm showed that A/NZ had an organization that was competitive, ran like a dictatorship and had passive-aggressive relationships. **On the positive side, the desired vision for the company was to be collaborative, transparent and creative in culture. It was the perfect opportunity to take the leadership through one of my design-led accelerators**, this one for Westpac Migrant Banking, showing how cross-capability teams from GBS and GTS can work in a collaborative environment aligned on a Purpose, Vision and Trust framework I created.

I went to the top and got IBM A/NZ President, David La Rose, to come in for a showcase. *"I didn't know we did this!"* he proclaimed. I proceeded to discuss the foundations of Product, Service and Experience Design with David. A one-hour meeting turned into a 3-hour workshop with David and his advisors on how we could scale the model for more IBM teams and bring it to our clients. David and I organized additional playbacks for the Financial Services and Government Sectors, and secured time on SVP of APAC, Harriet Green's calendar for her to attend the next showcase and discuss scaling these experiences across APAC.



I achieved two outcomes:

I created an environment and employee experience that IBM teams are proud to be a part of. I amplified new ways of working in the eyes of leadership, led with a design thinking approach, and created frameworks and assets IBM practitioners can re-use for future engagements.

I also proved my approach to design-led transformation work is repeatable across sectors. Today, I have client experiences I can share with global market teams to proactively build a pipeline of pursuits across Travel & Tourism, Financial Services, Energy, Education, Government, and Health sectors.

When the practice leader roles were first established in GBS, I took on the additional responsibility in my role as Executive Creative Director of iX. Practice Leaders are responsible for the community, talent skilling, and utilisation of a team of people with similar skillsets. To accelerate the adoption of leading design practices I established Guilds for my practitioners to deepen their skills in data-driven design and research, service design, and UI and front-end development.

Customer Engagement & Design Practice Leader

No 2



Studio U

iXers, let's come together to learn from each other.

Join this month's iX Studio U, where Daniel Pekevski will take us through a tutorial on **React JS**.

Thursday 23rd November
1:00 - 2:00 (Syd/Melb)
Sydney Room 13.05
Melbourne Design Hall
Join via WebEx (link in invite)



Studio U

iXers teaching iXers about the tools they use everyday. From keynote animations to coding to presentation skills and everything in between, this is where we come together to learn from each other.

Owner: Kim + Bella Purchas + a rotating list of featured lecturers

Time: twice a month, 1 hour

Attendance: open to all of IBM

Place: Webex

Studio Jam

Guests visit the iX Studios and share their expertise on design, marketing, social, engagement, culture and the future of technology. This is about the world teaching us.

Owners: Monique Aronica (Melbourne), Rowan Avis (Sydney)

Attendance: open to all of DS + iX

Time: Once a month, on average 1 hour

Place: In studio or on Webex

Studio Kickstart

Setting up the week so that we know where the workload is, who's traveling, presentations, studio tours, and key appointments.

Owners: Practice Leaders

Attendance: Open to anyone working on Studio projects

Time: every Monday morning, 9:30am

Place: In studio and Webex

Studio Wrap-up

Cheers! Closing out the week that was, birthdays, general news, celebrating great moments of the week, work we saw that we wish we did, and the great work we did. Beers a must!

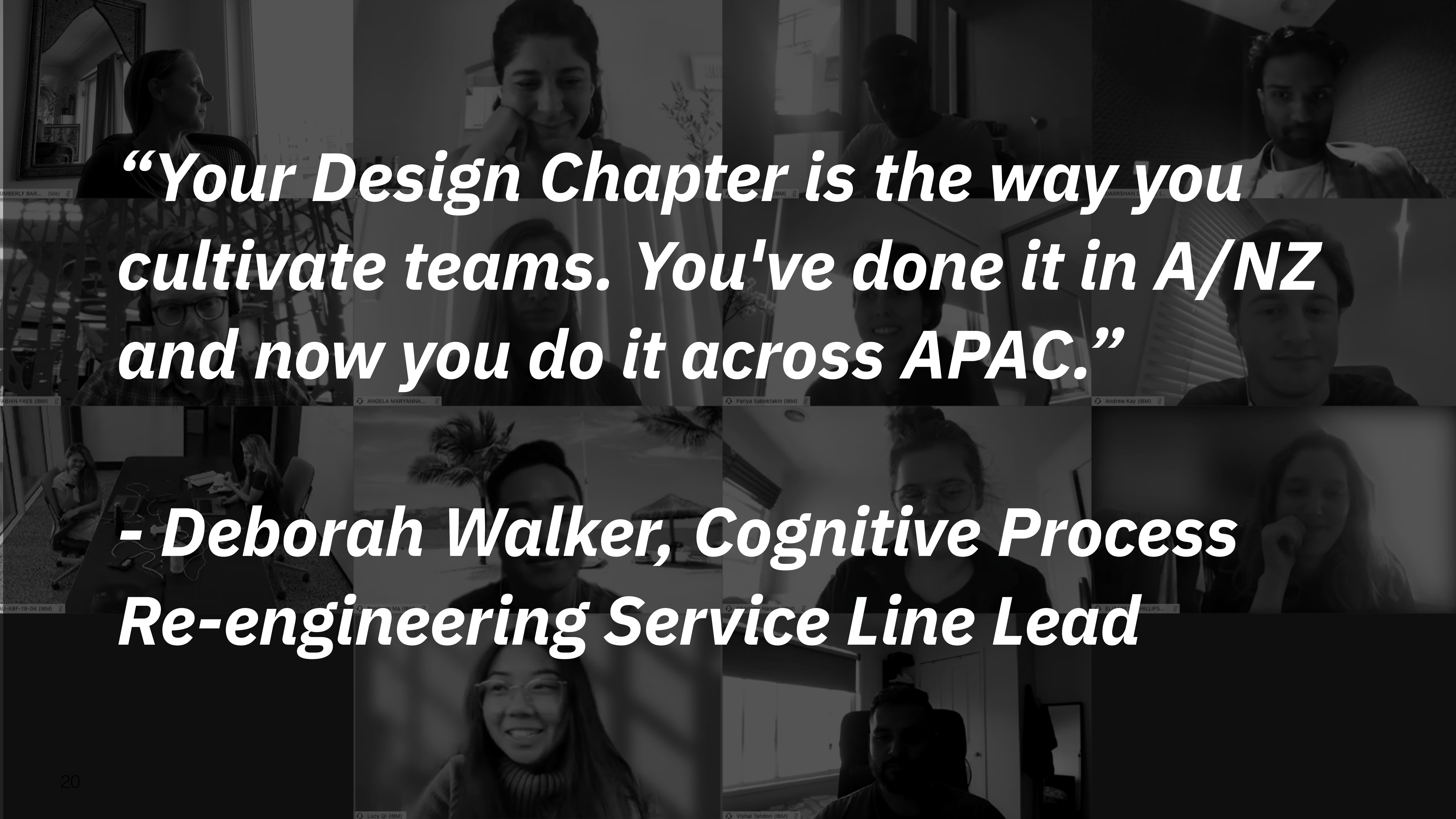
Owners: Studio Leaders in Auckland, Melbourne and Sydney

Attendance: Open to anyone working on Studio projects

Time: every Friday 4pm, 1 hour

Place: Slack Channel





“Your Design Chapter is the way you cultivate teams. You've done it in A/NZ and now you do it across APAC.”

- Deborah Walker, Cognitive Process Re-engineering Service Line Lead

Taking to the stage to speak about design

From my time working in advertising and television commercials, I have developed a talent for storytelling and have presented at numerous conferences about design and customer transformation. I have presented on brand, customer relationship management, and design at multiple A/NZ THINK conferences to help attract CMOs and Chief Creative Officers to what has typically been a technology conference. I demonstrate how IBM is bringing together human-centred design and brand stewardship to create unique experiences for organisations.

At one event, I ran a Think Tank to show CMOs how IBM iX approaches brand re-invention across 3 areas: Brand Belonging, Brand Design Language and Branded Interactions. The audience could participate by interacting with a mobile application to create their individual Experience Plays — emotional drivers of human belonging that let us design more relevant and impactful brand experiences.



Designer as Seller

I started the Pitch Hub, a specialised capability in IBM Australia that focused on cross-company deal strategy. My impact on the business can be seen in the quantity of new customer and design-led delivery work happening in my region. My value-driven proposals elevated IBM's executive conversations and oral presentations from technical vendor and systems integration requirements to include more advisory services on design and new ways of working to achieve business value.

I was chosen for this role because of my branding and storytelling ability to articulate a one IBM narrative. I ran the service across deals larger than \$10+ million and helped teams create unique approaches to proposal design and oral presentations.

I used Enterprise Design Thinking as a tool for sellers to help them articulate *Why IBM?* and showcase demonstrable value in IBM's approach to solving client problems through new design capability, prototypes and delivery.

I even coined an acronym for teams to use to help them outline their stories: P.I.T.C.H.

In the Pitch Hub's first year, I had 14 pursuits run through the service and was asked to turn the capability into a commercial offering for clients, to assist them with their own pitches. In 2018, the commercial offering hit success with Westpac Institutional Bank, winning 4 out of 4 pitches.

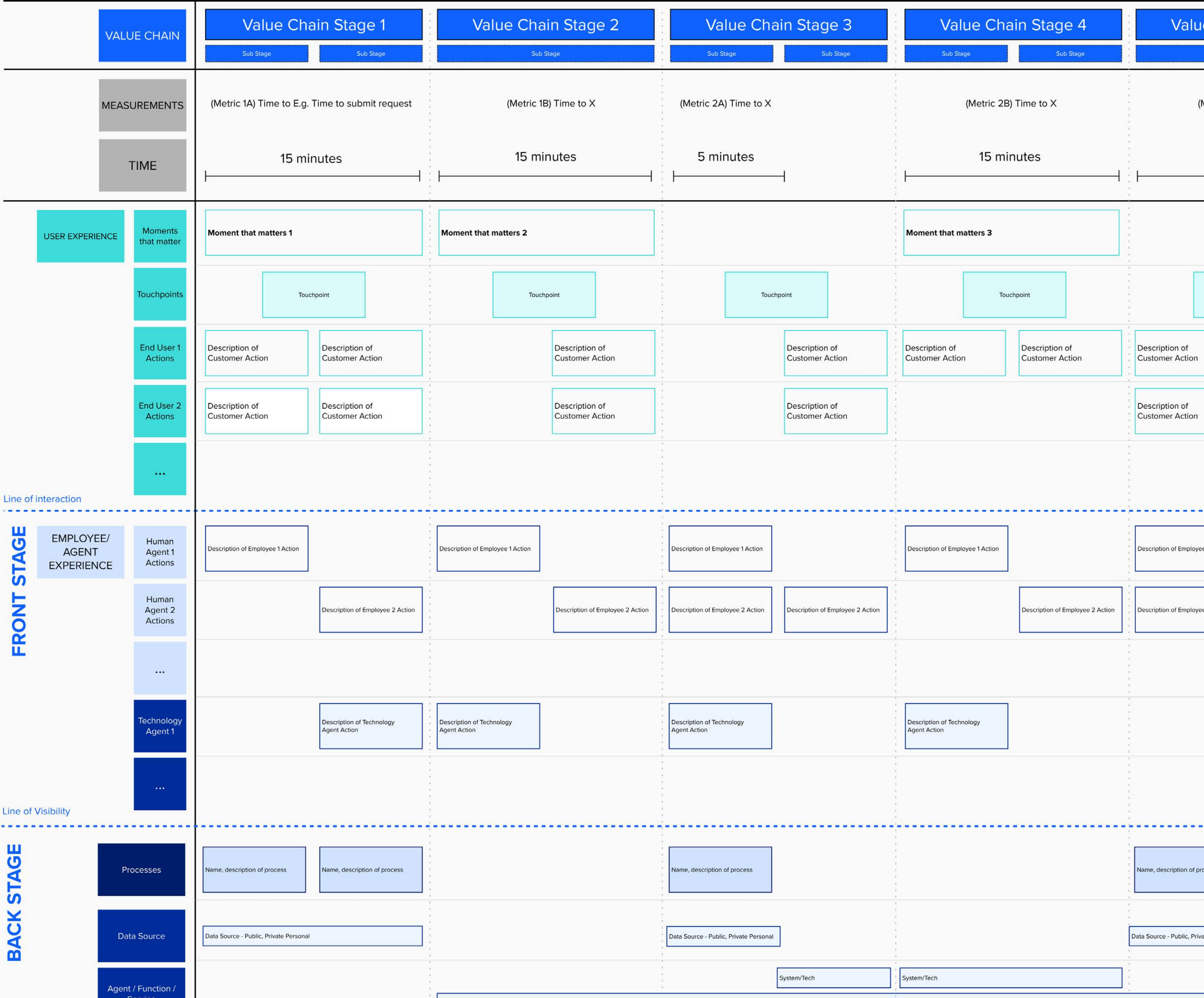
Participation
Insight
Technology
Culture
Higher Purpose



**My role
in designing the
Cognitive Enterprise.**

The Cognitive Enterprise Design Blueprint

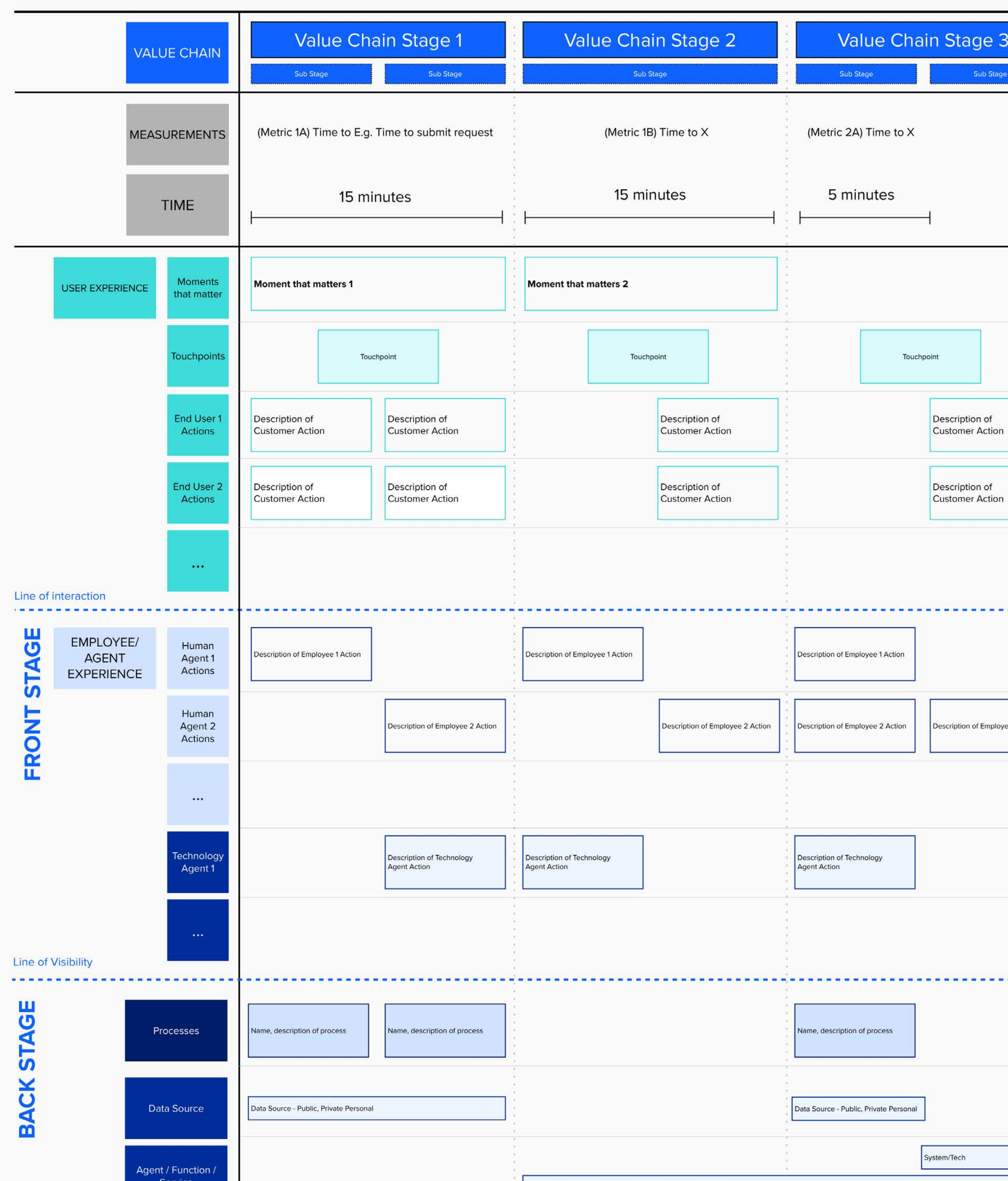
The blueprint maps out all of the elements needed to make the moments that matter in the Cognitive Enterprise a reality. The blueprint orchestrates people, automated and robotic processes, data, APIs and cloud platforms across moments that matter in value and supply chains.



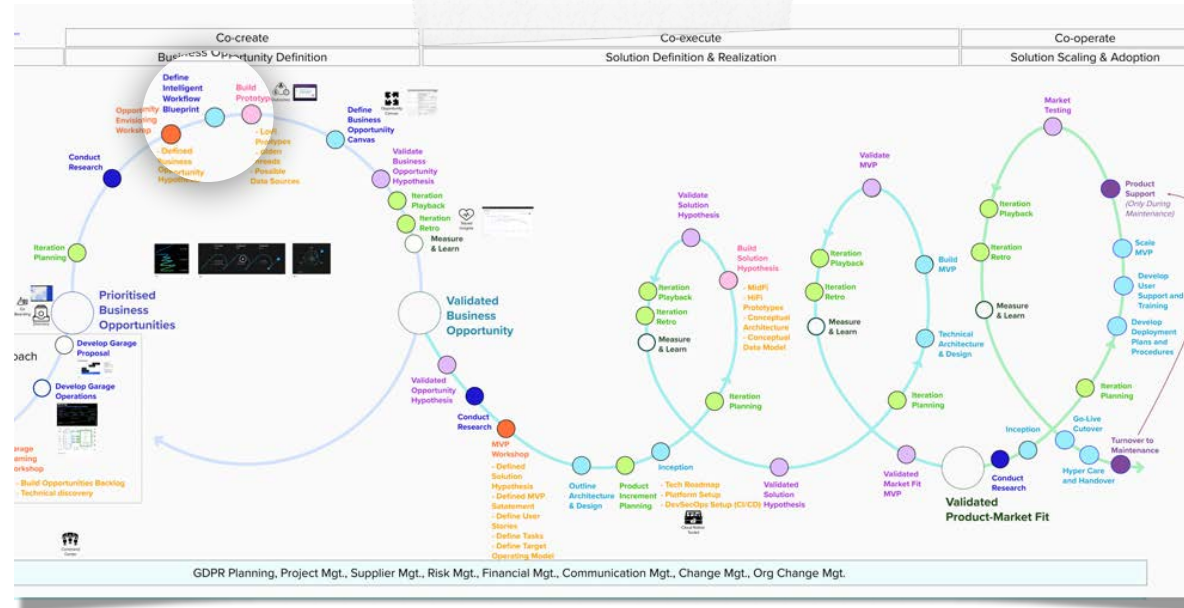
Almost all IBMers are familiar with Mark Foster's north star strategy and white paper about getting our clients to the Cognitive Enterprise. I designed a way so that teams could design the enterprise from the ground up. The diagram below is one of the key diagrams used in the Cognitive Enterprise white paper. I re-designed the diagram so that it could become a useable collaborative tool used in the Co-create phase of Garage.

The Cognitive Enterprise Design Blueprint is a collaboration tool I specifically designed to be cross-functional, so that my Founding Garage Squads from different practices and service lines across GBS could use it.

IBM Garage	Co-create	Co-execute	Co-operate	
Enterprise Experience and Humanity	Culture	Skills	Ways of working	Expeience
Intelligent Workflows	Customer and Innovation workflows	Finance and Operations workflow	Talent workflows	Industry workflows
	Artificial Intelligence	Blockchain	Automation	Internet of Things 5G
	Proprietary data	Licensed data	Public data	
	Custom applications	Legacy applications	API-enabled applications	Cloud native applications Digital Applications
	Public cloud	Private cloud	On-premise	Security
Market-making Business Platforms	Internal strategic platforms	Internal enabling platforms	Industry platforms	Cross-Industry platforms

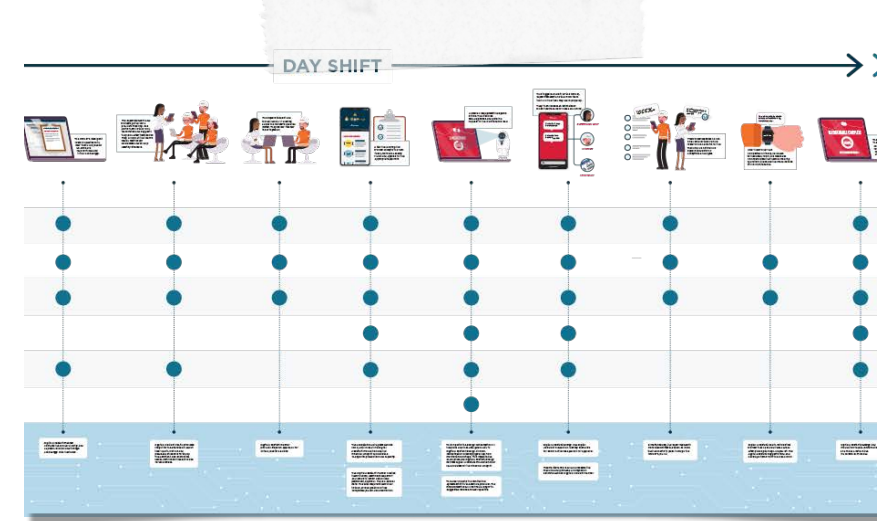


Additional Blueprint Assets



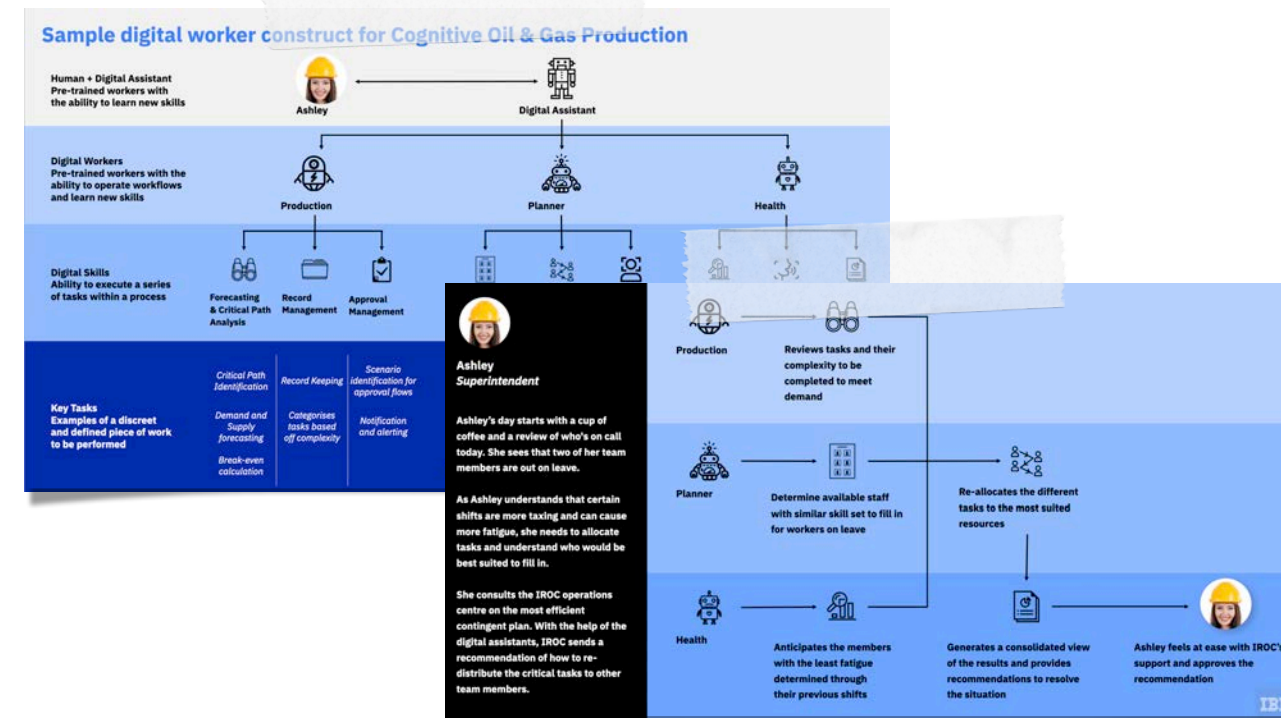
First-of-a-kind

The cognitive design blueprint I built is interactive and has been used across sectors and in multiple Garages globally. **The asset has been digitised into Mural and is part of the starter kit for teams working in IBM Garage featured in the workflow.** I am currently leading the production of the tool to link with Celonis.



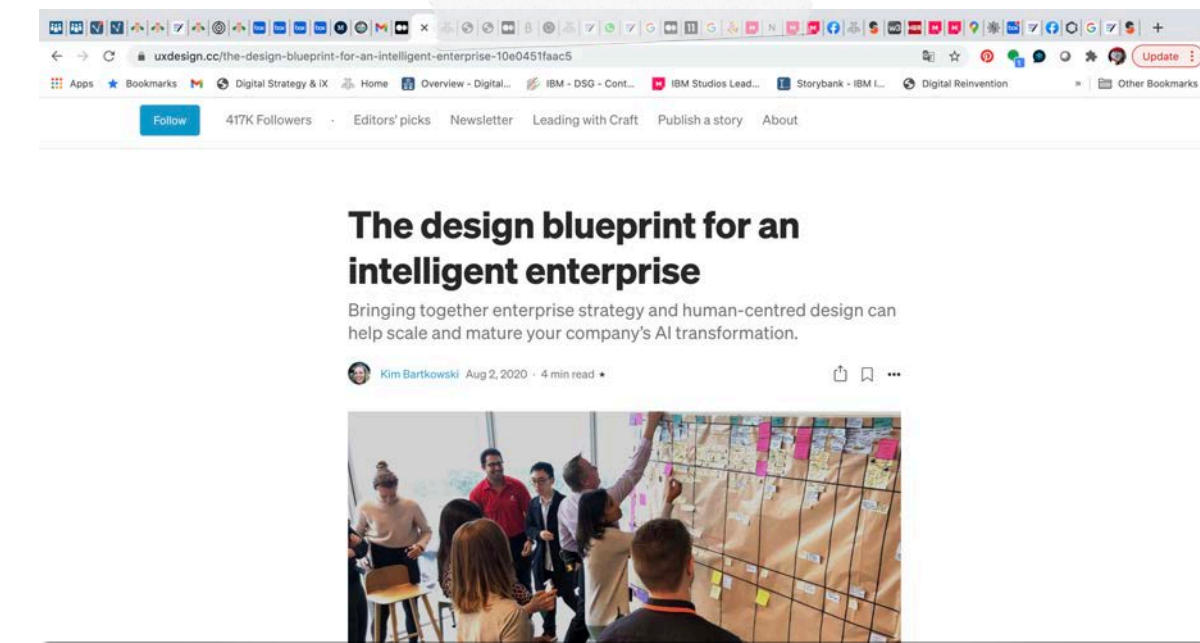
First-of-a-kind

Creating one new Intelligent Workflow is only a part of the Cognitive Enterprise journey. **I have created enterprise-level journey maps that demonstrate what happens when the Intelligent Workflows are "active in the wild"** to show how the data sets support each other, and how the outcomes may change.



First-of-a-kind

In addition to human personas, **I have designed persona canvases and user story boards that depict the human/computer interaction moments in the blueprint.** The use case and user story maps are additional artefacts my teams in the IBM Garage use to describe the organisation and patterns of data that need to flow through the AI systems to identify, understand, and apply knowledge and reason to produce an outcome.



First-of-a-kind

I publish stories on **Medium** about my work and the blueprints have been widely distributed in IBM and in the global UX community.

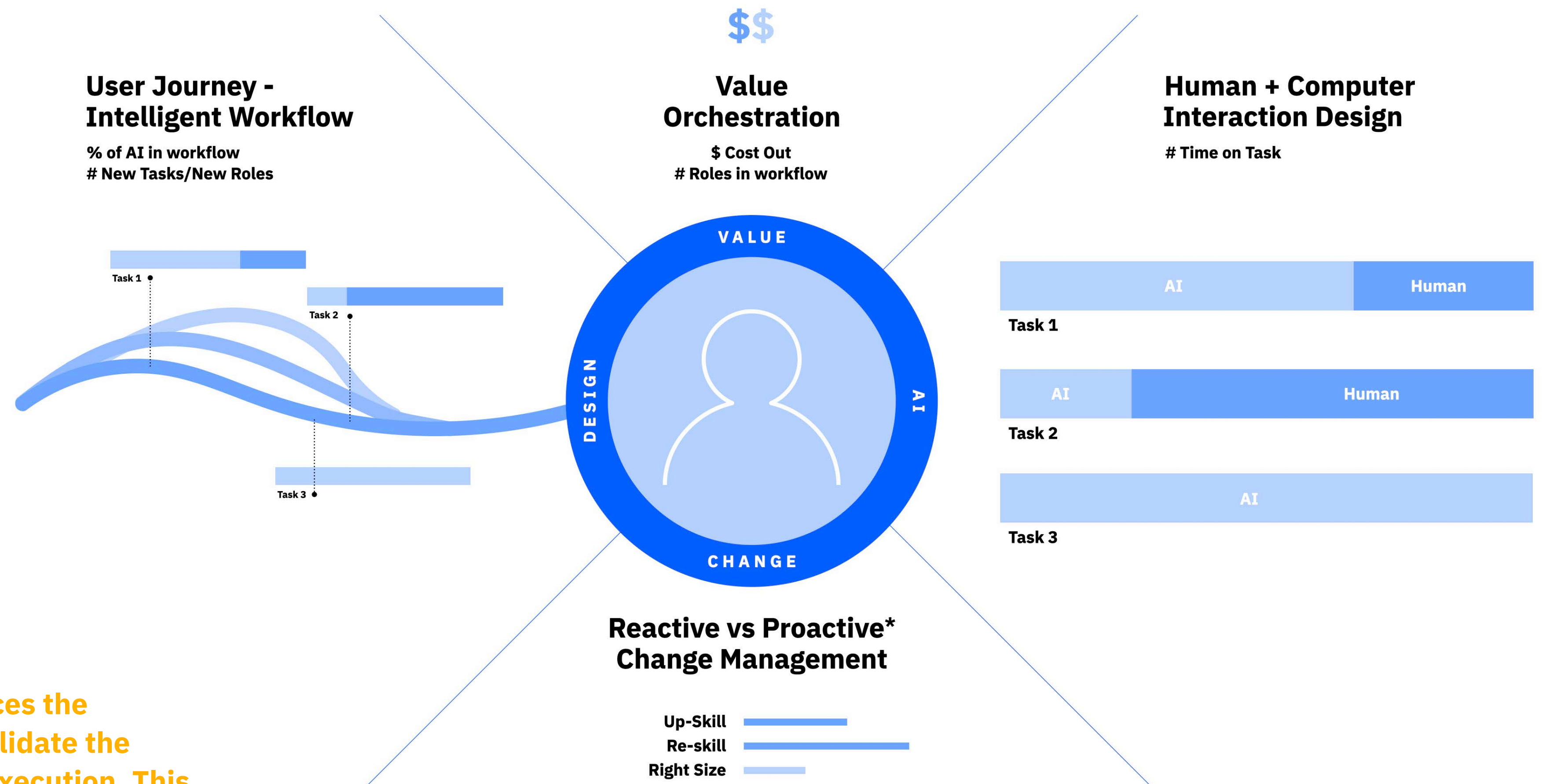
My stories on intelligent workflows and IBM Garage have 4.8K views, 2.3K reads and are distributed by the UX Collective globally.

Additional Blueprint Assets

For humans to “partner”—instead of merely interact—with technology, hard experience design factors, such as the user interface (UI), tools and environments, need to be married with soft factors such as empathy, behavior, storytelling, and radical collaboration. A well-designed employee experience engenders trust with each other and the company.

So how did I marry experience design factors to hard business benefits? I spent six months working in the value orchestration office of Garage. This sketch helped me communicate a value framework to map the Jobs to be Done in the new Intelligent Workflow with the desired value to the business. Every interaction has a business and user measure of success, those metrics track to the bigger value pools of the transformation. This data is being used to help my clients re-skill, cross-skill and re-deploy their workforce to achieve their Cognitive Enterprises vision.

My Cognitive Enterprise Blueprint produces the architecture of a MVP. Squads need to validate the architecture to know they are ready for execution. This value framework speaks to the culture change and talent transformation that needs to happen to achieve the benefits designed in the blueprint.



*The ability to up-skill/re-skill proactively prevents the need to right size the business



**My role
in developing talent.**

A group of people, including men and women of various ethnicities, are seated around a table in what appears to be a meeting or workshop. They are looking towards the camera or slightly away. The background is slightly blurred, showing what might be a whiteboard or a wall with some text. The overall tone is professional and collaborative.

I built the maturity and capability assessment tools for talent in IBM Garage. I also developed and delivered the global bootcamp to close capability gaps.

IBM Garage Global Bootcamps

To help IBMers increase their adoption of Garage-style frameworks and develop Lean UX and Lean Startup skills, I designed, developed and facilitated a two and a half day training course so all of the GBS growth platforms could experience new ways of working. **These nWOW bootcamps have been adopted by global L&K as a training ground for IBMers across the world preparing them for working in IBM Garage.**

I designed the course to ensure the practices of User Research, Hypothesis Validation and pain point tracking are understood, and that core human-centred design techniques from Enterprise Design Thinking are applied to frame problems and solutions.

In 2018, the MVP boot camp I delivered in ANZ earned the highest NPS score (84) for a GBS training event since IBM started recording them.



A comet is coming...

and we're looking for all of DSIX to help us lead the change...

in New Ways of Working; nWoW



Positive Team Dynamics



Teach and be Taught



End to End Involvement

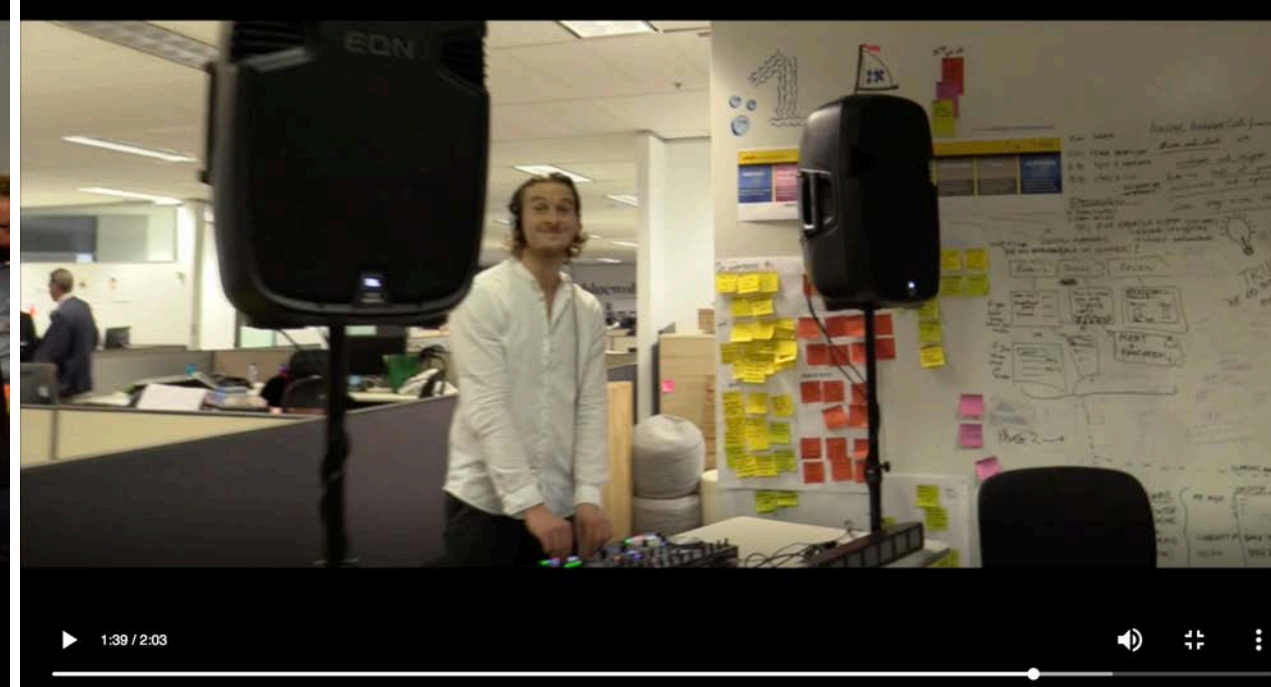
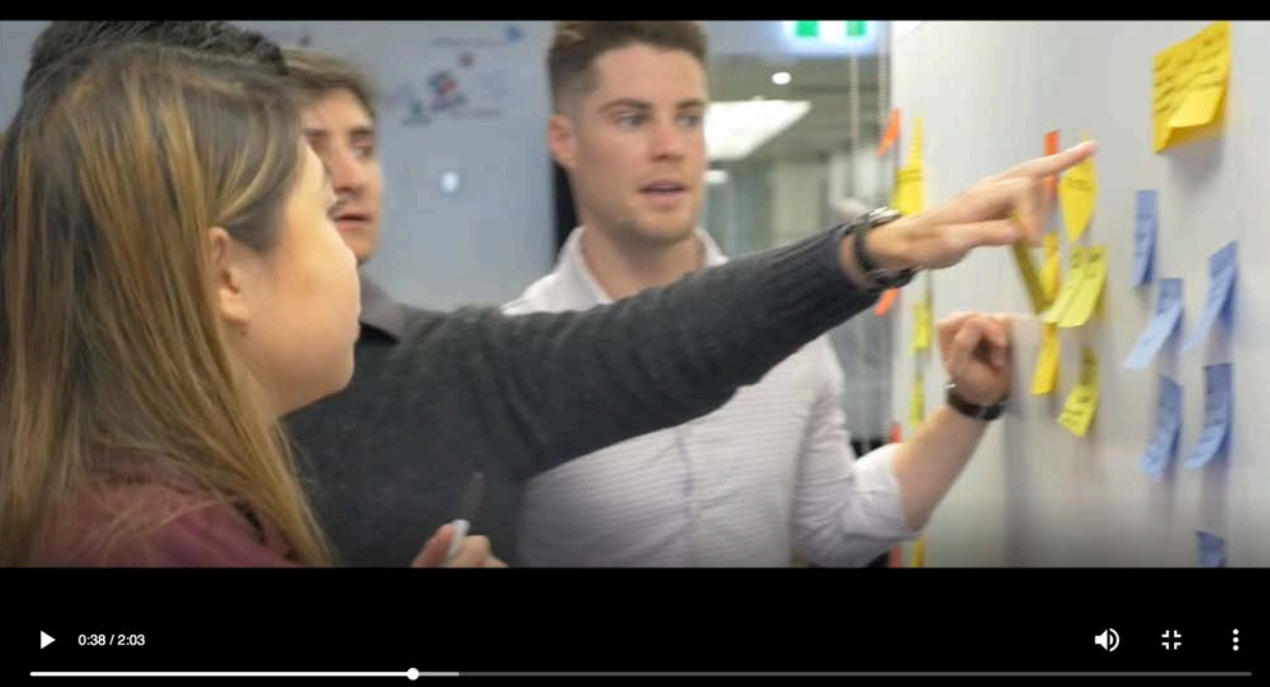
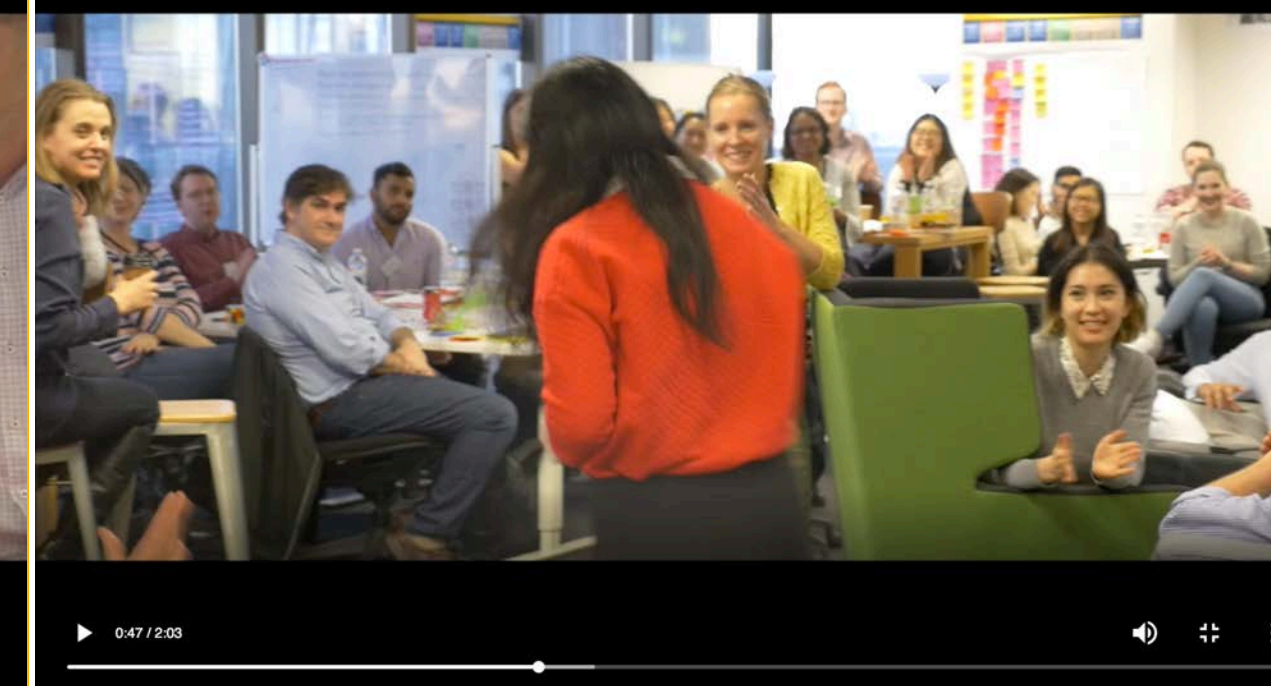
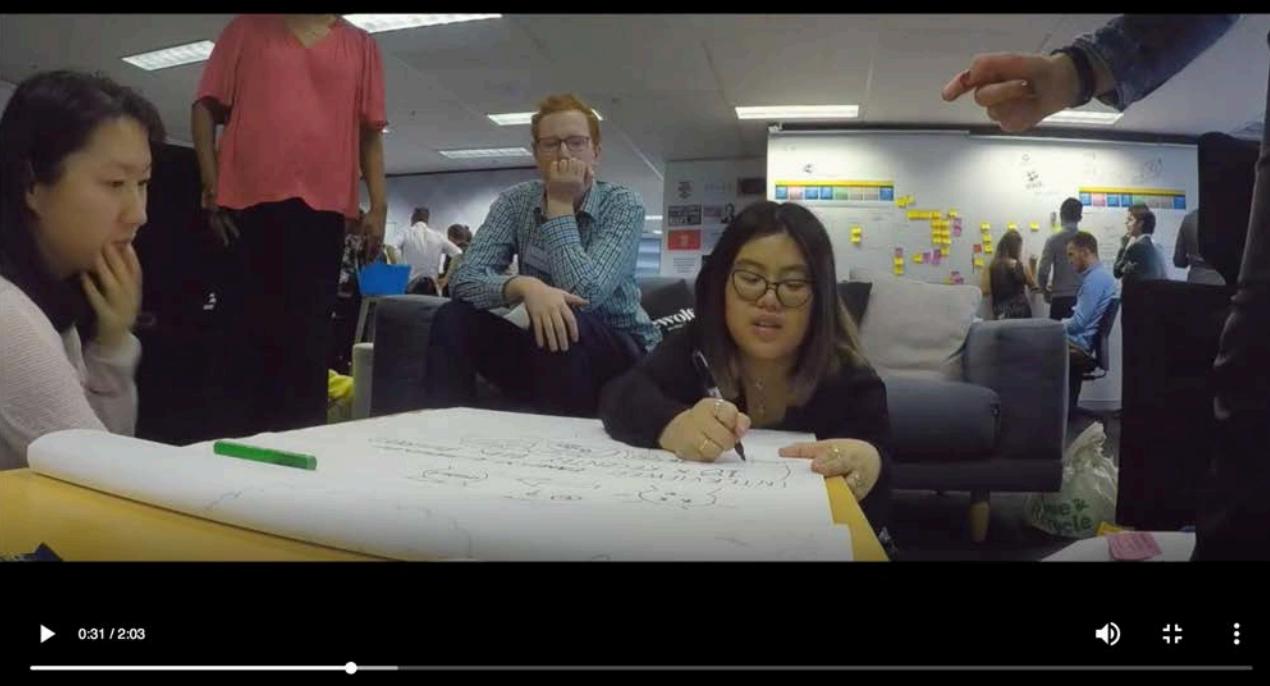
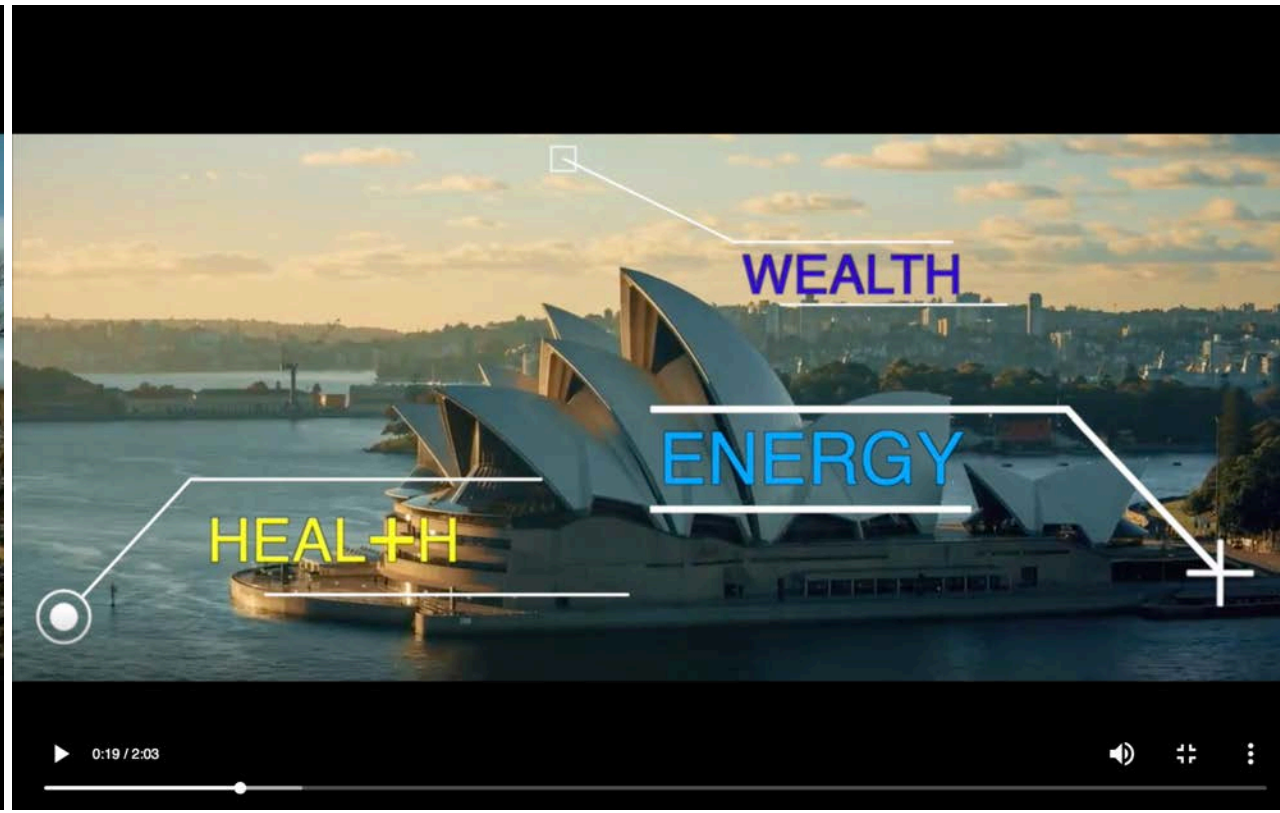
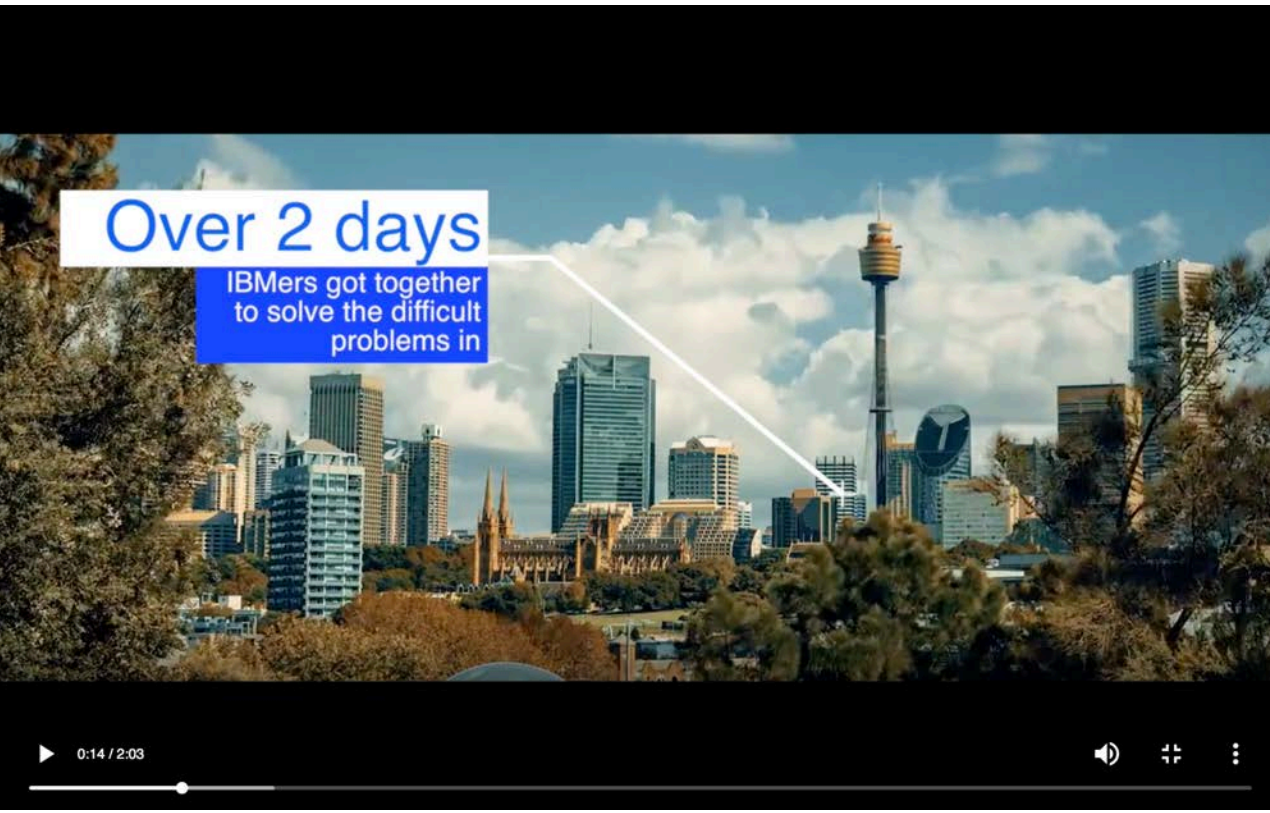


True Innovation



True Client Engagement

IBM Garage Bootcamp Retro Video



IBM Garage Immersion Bootcamp
Dallas | January 29-31, 2020

Co-create. Co-execute. Co-operate.

80 Participants | 3 Growth Platforms

6 GEOs Attended | 40 NPS

11 Squad Coaches | 11 Train-the-Trainers

11 Leaders & Facilitators

1 Winning Solution

3 Judges

“Understanding how to integrate methods to increase speed to value, de-risk innovation, and quickly establish a viable MVP is essential to IBM growth platform success.”

“While intense, exposes practitioners to the entire IBM Garage model in an environment that encourages leaving one’s comfort zone, failing fast, & learning from that experience.”

“Great content, awesome instructors, great energy, colleagues, coaches and interactivity!”

“This this is a valid innovation model to bring to clients.” [Final Content Link](#) “Mind-opening : always good & required for continued innovation!”

IBM Garage Immersion Bootcamp
EMEA | Live Virtual
Sep 29 – Oct 2, 2020

61 Participants | 3 Growth Platforms

REAL Clients Problems People Teams Tools Action Solutions

In three days producing this is amazing. Really brilliant. - Client

5 Clients Opportunity Owners

8 Solutions

3 Winning Squads

8 Squad Coaches Buddy Coaches

8 Garage Experts | 4 Judges | 40 NPS

“...what an amazing crescendo to end the week on...Proud IBMer!”

Embed it in everything we do! Be part of the change for IBM

IBM Garage Immersion Bootcamp
EMEA | Live Virtual
February 22 - 25, 2021

67 Participants

5 Super Coaches

8 Squad Coaches + Solutions

3 Judges

60 NPS

REAL Clients Problems People Teams Tools Action Solutions

“Does what it says on the tin in terms of immersivity - engagement in the true Garage spirit. We really grew as a team, complementing each others cross-geo skills and experience culminating in our final pitch. We also exceeded what we thought we could achieve in 4 days from a standing start! Thanks ALL ☺”

“What a fantastic bootcamp! Intense but absolutely loved every second of it”

“Great course and super good mix of practical work and content. Good facilitation and good coaching in small teams as well. A bit tiring though with all day Webex calls and a few more 10 min breaks would be good.”

REAL Clients Problems People Teams Tools Action Solutions

94 Participants (64 NA, 30 LA) | 3 Growth Platforms

7 Clients Problem Statements

12 Squad Coaches (8 NA, 4 LA) | 8 Buddy Coaches NA

12 Squad Coaches | 8 Buddy Coaches

4 Winning Squads

62 NPS NA | 81 NPS LA

IBM Garage Immersion Bootcamp Americas | Live Virtual
Nov 13 - 23, 2020

“I truly felt the magic of “The speed of a startup at the scale of an enterprise.”

“In just a week, we were able to take a client problem and offer a solution that will be valuable the client, IBM and the user.”

“I believe this course is an enhancement to my career within IBM.”

“The best learning I have in 15 years since I joined IBM”

“Wonderful facilitation and arrangement....”

Embed it in everything we do! Be part of the change for IBM

IBM Garage Immersion Bootcamp
GCG | Live Virtual | February 1- 4, 2021

69 Participants | 7 Squads

3 Super Coaches

9 Local Coaches | 5 Judges

59 NPS

7 Solutions

1 Winning Squad

85% Bootcamp Respondent are comfortable to participate in a Garage project after this training

“It’s a very challenging workshop because you have to put your 300% focus and efforts. However your takeaways would be much more than that, not only the knowledge but also the people in the squad team. IBM is full of talents. Love it.”

“Wonderful facilitation and arrangement....”

Embed it in everything we do! Be part of the change for IBM

Global IBM Garage Bootcamps

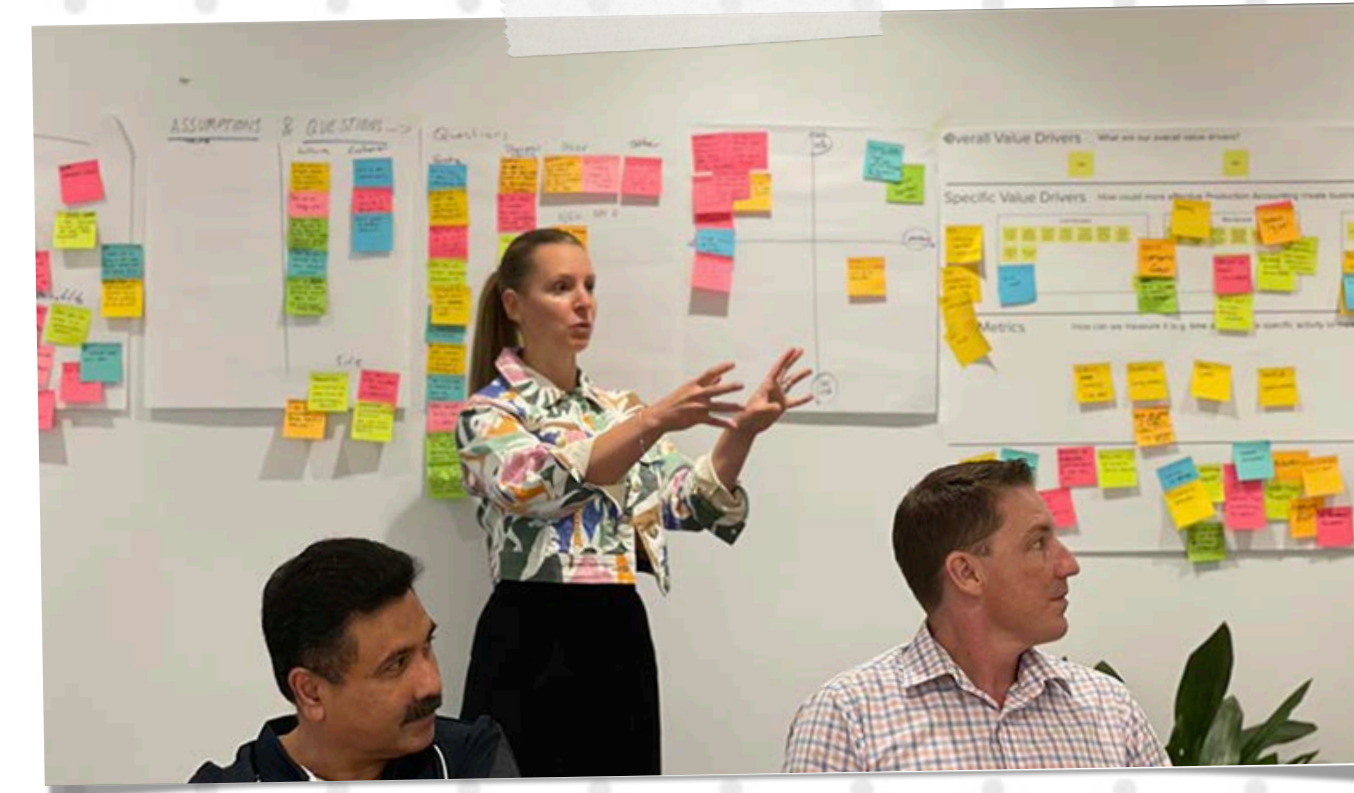
The bootcamps have been run multiple times in ANZ, GCG, India, EMEA, ASEAN, and NA. They have also been modified into Seller Bootcamps and bootcamps that are specific to the IBM Garage Operating Model for Garage Leads and complex program delivery.

All bands are welcome to attend to learn, from new grads to 20+ year tenured Partners. Everyone shares insights and learns to work in cross-functional squads solving real client problems.

I have created a culture change accelerator and a new organisational design system for IBM through my work in IBM Garage.

PART TWO

I provoke and drive change for my clients.



"You drive change. It's what you do, I don't think you can help yourself. You move people forward and give them the push they need. You're provocative, you bring different thoughts and ideas to us to show us what's possible. And its your experience in working across industries with different skillsets that really makes you shine. I've worked with you inside the Garage on products and outside on our org structure. You have a vision and you set the bar high – you have a very high bar – and help us all achieve something beyond what we can see. It makes me smile and I enjoy working with you."

– Shelley Kalms, CDO Woodside





Role: Design Chapter Lead, IBM Garage

Responsibility: Trusted Advisor and executive coach to Woodside's leadership team. Established the practices and value of design at Woodside to help them achieve their vision to become a Cognitive Enterprise

Impact: Woodside has become one of IBM Garage's signature accounts since I took a leadership role on the account 2 years ago. The Woodside case study has been featured at THINK demonstrating a company on the journey to a Cognitive Enterprise. On my first engagement, I developed the first MVP at Woodside to help scale my Garage Operating Model across the organisation, moving out of HR across to Woodside's 3-year Operations Transformation Program to become the delivery engine for change. I have grown the account to become one of IBM's long-standing Garages, established the path to a \$23million Hybrid Cloud deal, and built the largest Co-facilitated Design Chapter in A/NZ.

I built the roadmap for Woodside's Integrated Remote Operations Center.



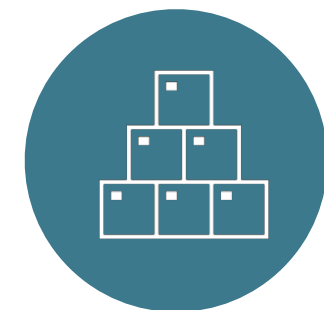
Investment Case

To achieve the vision and roadmap, my investment case identified six transformation themes across 16 areas for intervention. I have nine squads currently in-flight across the Co-Create, Co-Execute and Co-operate phases of IBM Garage.



Digital Ecosystem Blueprint Digital Ecosystems Tribe *Co-create*

Design Woodside's future technology landscape and identify platform-focussed opportunities.



Material Optimization Enabled Resource Allocation Tribe *Co-execute*

Material Optimization automates back-office inefficiency in inventory management (AUS 4.7 million per year value creation opportunity).



Contract Management Enabled Resource Allocation Tribe *Co-create*

Contract Management automates back-office inefficiency and provides greater transparency and control over commercial relationships (AUS 1.4 million per year value creation opportunity).



Condition-based Maintenance Intelligent Assets Tribe *Co-operate*

Condition-Based Monitoring shifts from reactive maintenance to preventive maintenance with an intelligent workflow leveraging AI, Internet of Things sensors and diagnostic models (AUS 39.2 million per year value creation opportunity).



Maintenance Planning Intelligent Assets Tribe *Co-execute*

Maintenance Planning automates back-end inefficiency in scheduling and work order preparation by intelligently recommending the most efficient work to complete concurrently (AUS 23.8 million per year value creation opportunity).



Risk-based Maintenance Intelligent Assets Tribe *Co-execute*

Risk-Based Maintenance optimizes maintenance frequency, using intelligent models leveraging industry best practices and historical data (AUS 14.1 million per year value creation opportunity).



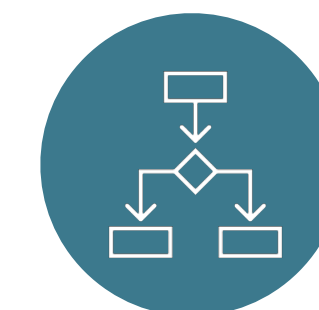
Maintenance Cost Management Intelligent Assets Tribe *Co-execute*

Maintenance Cost Management minimizes expenditures through greater transparency and control during key purchasing decisions.



ISSOW Intelligent Risk Tribe *Co-create*

Integrated Safe System of Work develops an intelligent workflow that simplifies the permit process by matching the risk of the work with the appropriate level of control.



Value Based Decision Making IROC Tribe *Co-create*

Create a cross-functional operations team who is empowered with digital insights to respond to moments that matter on the day of operation.

Organization Design

To manage change at this scale, I evolved my Garage Operating Model to adopt a scaled agile approach where several squads will be required to deliver the interventions in sync.

Multiple squads are managed under 6 tribes. The tribes focus on Woodside's existing journeys, enabling an organisation shift to focus employee effort on 'doing' or 'planning'. The IROC tribe will design and execute an organisational future state across journeys.

Underpinning these tribes, the Platform tribe will develop technological foundations to enable program-wide speed to value.

Accelerator compliance and change management will be led through the Transformation & Compliance tribe which will be governed by Interface.



An aerial photograph of an industrial facility, possibly a refinery or chemical plant, with various structures, pipes, and storage tanks. The image is overlaid with a semi-transparent yellow filter. The text is positioned on the left side of the image.

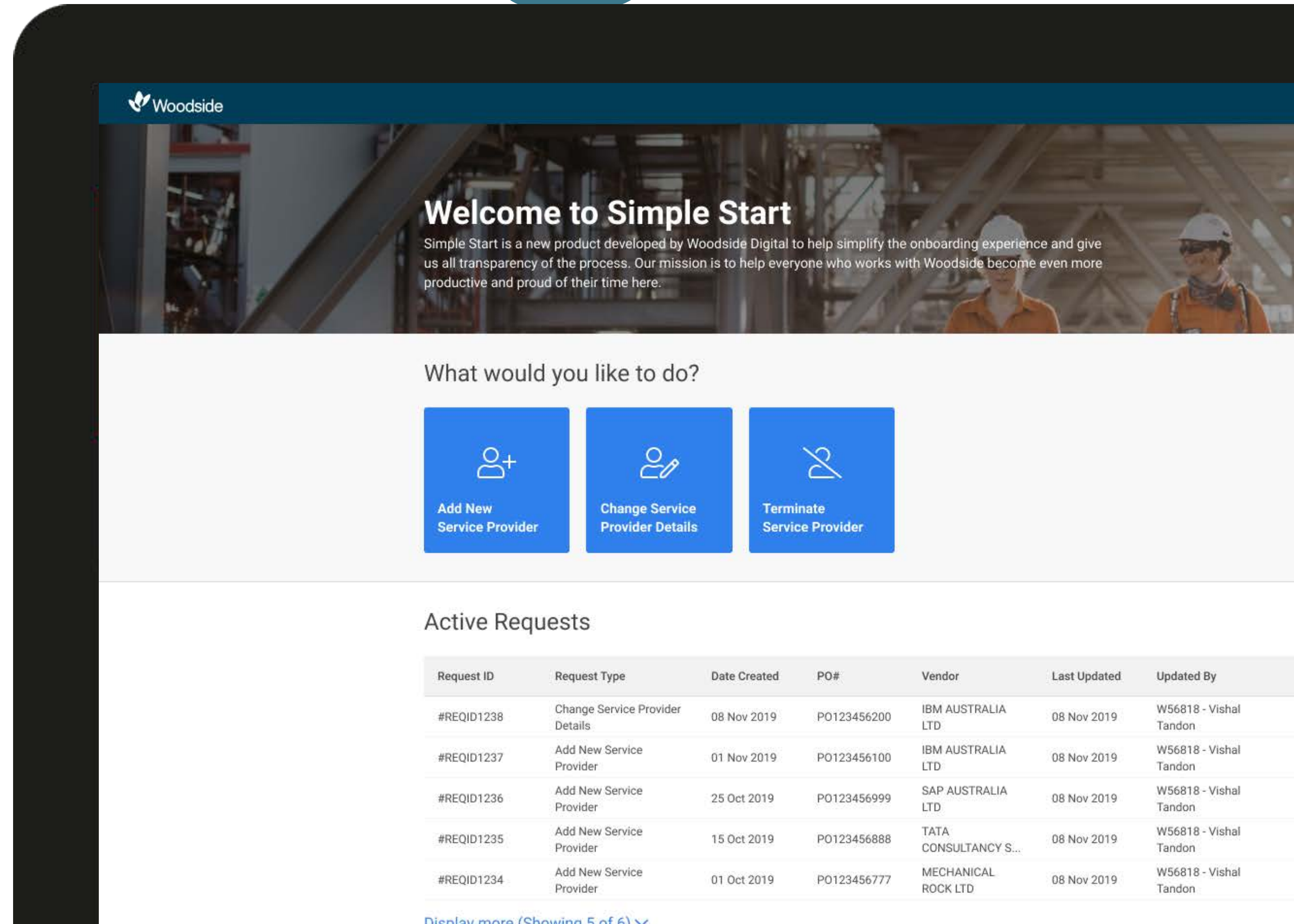
In 18 months, I achieved these Business Benefits:

Newly hired employees are 98% faster to productivity with her HR onboarding application called Simple Start.

Conditioned-Based Maintenance and Maintenance Planning initiatives have slashed operating expenses by an estimated 17% per year.

Introducing Simple Start

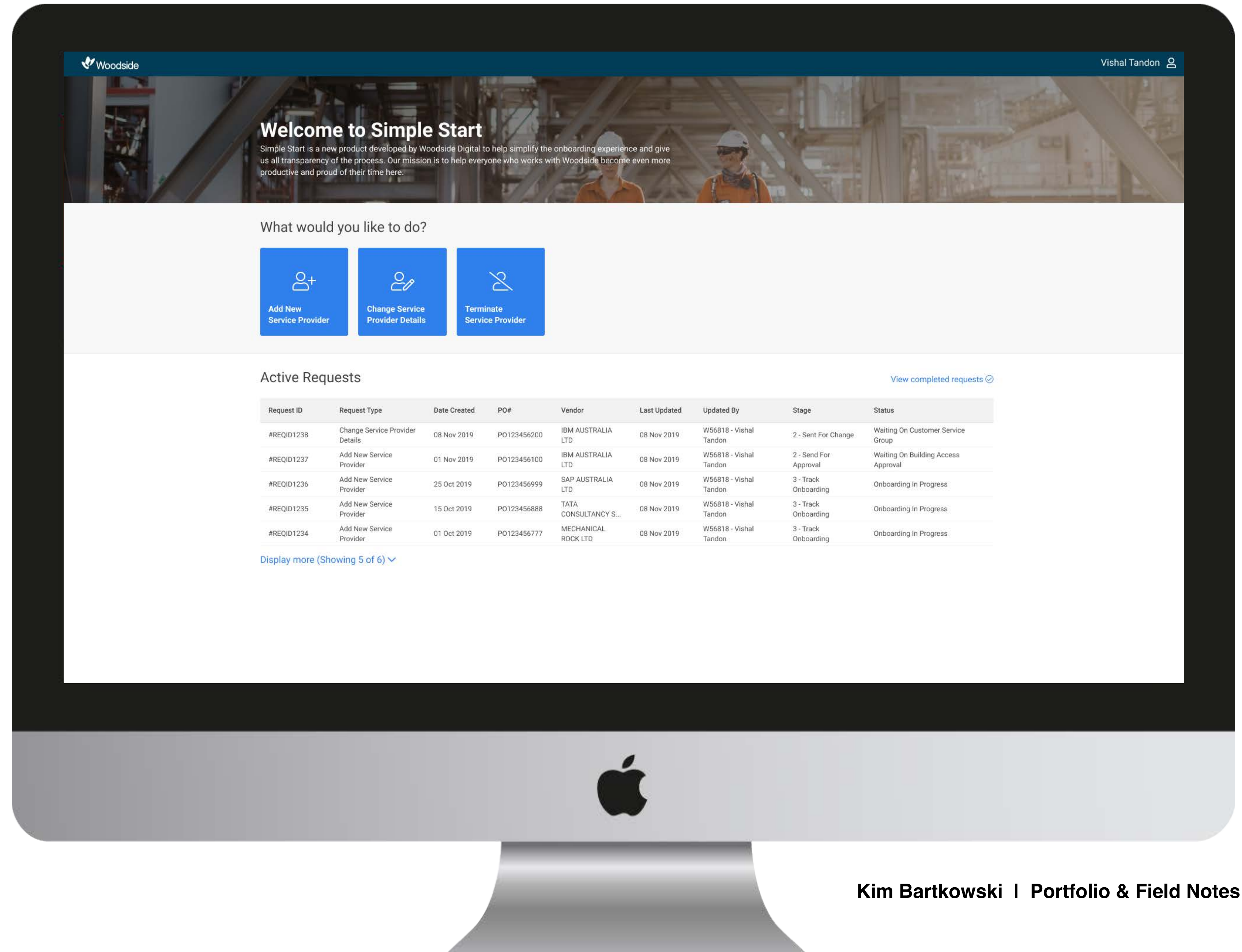
Let's get started



Simple Start

I co-designed and co-developed a custom software product called Simple Start to help Woodside line managers onboard Service Providers quickly and efficiently. The new application takes into consideration Woodside's requirements for security checks and personal details ensuring safeguards are met before access to inductions and any sensitive information is made accessible.

Simple Start is the first externally accessible platform deployed at Woodside. A number of pre-boarding requisites needed to be completed prior to a Service Provider's arrival, I championed the policy change with metrics that suggested sizeable efficiency gains.



Track Onboarding

Request ID: #REQID1234 Date created: 08 Oct 2019 PO#: PO123456789 Vendor: IBM AUSTRALIA LTD Last updated: 15 Oct 2019 Updated by: Harry Red

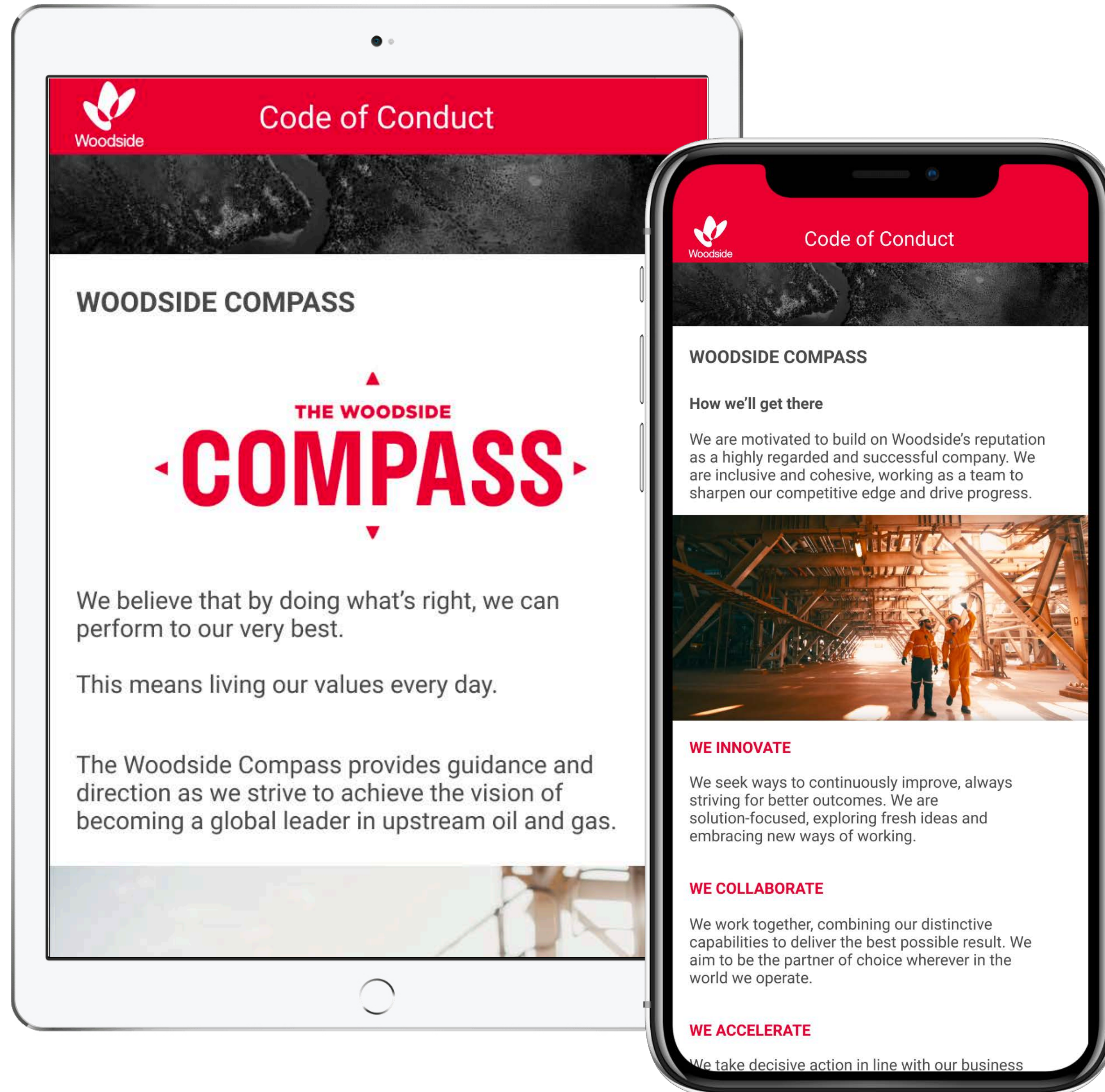
Resource Confirmation (1)	Collecting Information (1)	Onboarding in Progress	Onboarding Complete
<p>Ready for Review</p> <p>Service Provider 5 Integration Developer</p> <p>Name: Matthew Lambert Email address: mlam@vendor.com.au Phone number: 0412 345 678</p> <p>Review & Confirm</p>	<p><i>Waiting for NPC Approval</i></p> <p>Harry Red HR Strategy Consultant (30/10/19 - 15/03/20)</p> <p>Preferred name: Harry Date of birth: Received ✓ NPC status: <i>Pending</i></p> <p><i>Waiting for NPC Approval</i></p> <p>Han Sheng Application Developer (30/10/19 - 15/03/20)</p> <p>Preferred name: Johnny Date of birth: Received ✓ NPC status: <i>Pending</i></p>	<p><i>Waiting on Induction Completion</i></p> <p>Katherine Veloso UX Designer (30/10/19 - 15/03/20)</p> <p>WOPID: W12345 Code of conduct: Completed ✓ Building induction: <i>Pending</i></p>	<p>Ready to Start at Woodside</p> <p>Vishal Tandon UX Designer (30/10/19 - 15/03/20)</p> <p>WOPID: W12345 Code of conduct: Completed ✓ Building induction: Completed ✓</p>

[Back to Dashboard](#)

This Kanban style board is part of the Simple Start software product and helps line managers visualise progress through the onboarding process.

The tool has been scoped to scale its use case to multiple personas including contractors and Woodside employees.

Simple Start



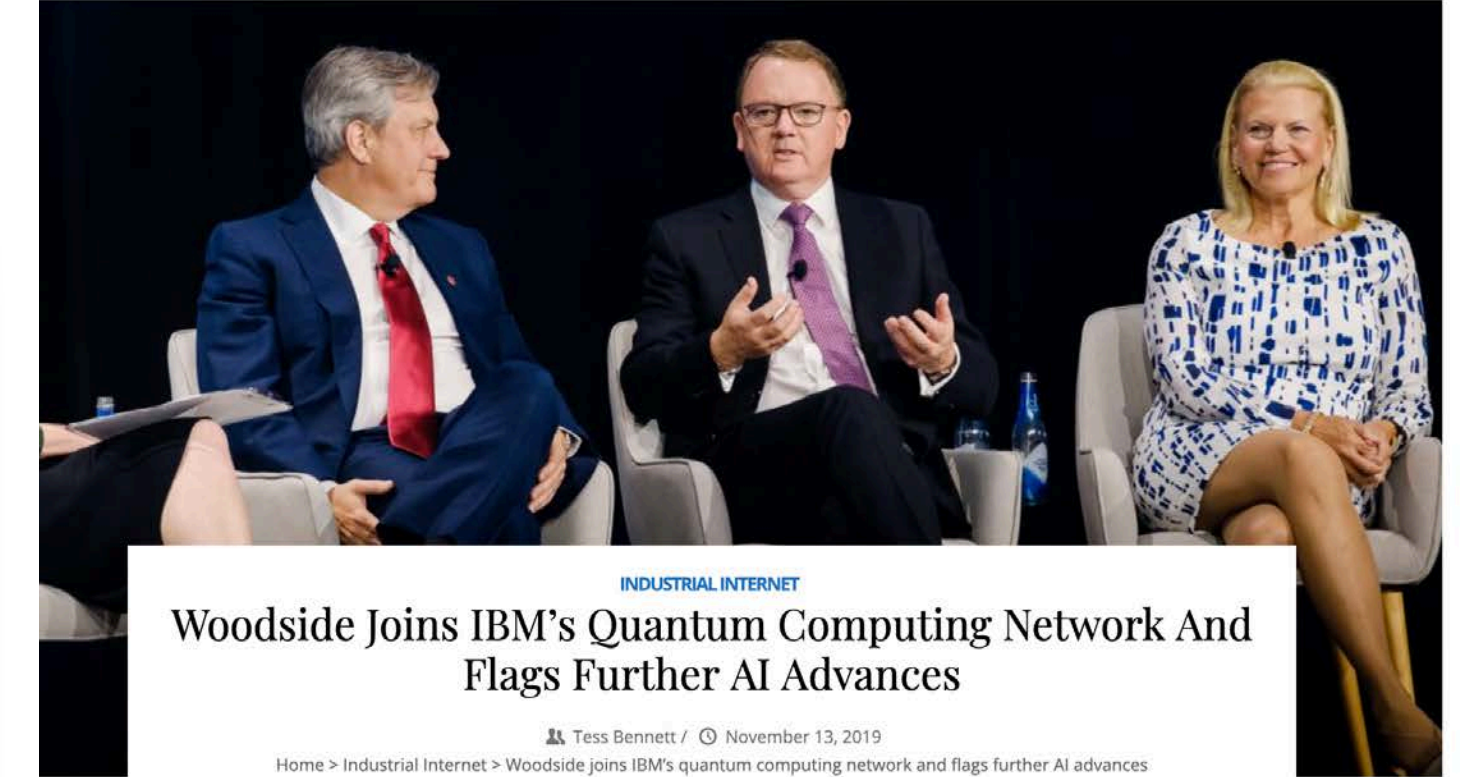
I also updated the content and information architecture of Woodside's Code of Conduct, a large feature in the Simple Start roadmap.

My new module for Code of Conduct offers better training support for learners and makes annual updates easier with new content so that it remains relevant year after year.

I included videos and interactive modules that are responsive and mobile ready, allowing service providers to complete the course anytime, anywhere.

Simple
Start
in the news

My work at Woodside was featured in an
IBM Garage Signature Moment Event.



Woodside Energy uses cognitive solution to improve staff onboarding

Develops new system with IBM

 Samira Sarraf (CIO)
16 October, 2019 13:35



IBM has a new initiative which it argues will help companies successfully transform by creating an environment where a start-up can exist inside a larger organisation – without the bigger entity taking up all the oxygen.

MUST READS

Condition Based Maintenance

Let's get started

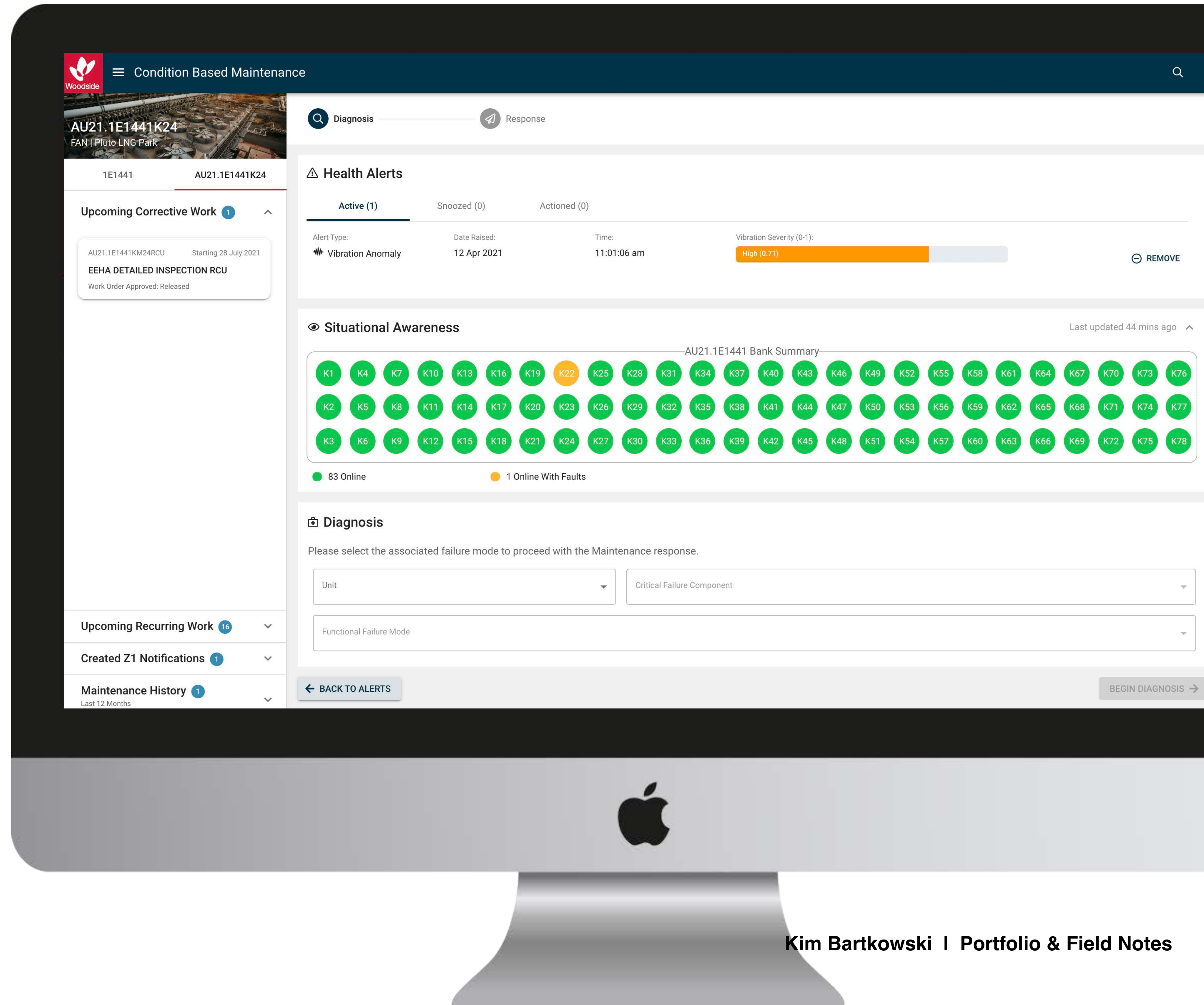


The screenshot shows a mobile application interface for 'Condition Based Maintenance'. At the top, there is a dark blue header with the 'Woodside' logo on the left and a search icon on the right. Below the header, the main content area is divided into several sections:

- Left Sidebar:** Contains a navigation menu with 'Condition Based Maintenance' and a search icon. Below this is a header for 'AU21.1E1441K24' with a sub-header 'FAN | Pluto LNG Park'. There are two tabs: '1E1441' and 'AU21.1E1441K24'. A section titled 'Upcoming Corrective Work' shows a card for 'AU21.1E1441KM24RCU' starting on 28 July 2021, with the title 'EEHA DETAILED INSPECTION RCU' and the status 'Work Order Approved: Released'.
- Top Navigation:** Features 'Diagnosis' and 'Response' buttons.
- Health Alerts:** A section with a warning icon and the title 'Health Alerts'. It has three sub-sections: 'Active (1)', 'Snoozed (0)', and 'Actioned (0)'. The active alert is a 'Vibration Anomaly' raised on 12 Apr 2021 at 11:01:06 am. The 'Vibration Severity (0-1)' is shown as a progress bar that is 71% full (orange), labeled 'High (0.71)'. A 'REMOVE' button is visible.
- Situational Awareness:** A section with an eye icon and the title 'Situational Awareness'. It displays a 'Bank Summary' for 'AU21.1E1441' as of 44 minutes ago. The summary consists of a grid of 78 circular indicators labeled K1 through K78. Most are green, indicating they are online. One indicator, K22, is orange, indicating it is online with a fault. A legend at the bottom shows a green circle for '83 Online' and an orange circle for '1 Online With Faults'.
- Diagnosis:** A section with a plus icon and the title 'Diagnosis' is partially visible at the bottom.

Condition Based Maintenance

Condition Based Maintenance is the second product at Woodside to hit Co-operate. I used IoT sensors and a custom AI algorithm to identify maintenance issues on Woodside Assets. The MVP product looks at the autonomous detection of vibration anomalies on Fin Fans, a type of heat exchanger used to cool the LNG process. IoT sensors on the machines collect vibration data and transmit it over the cloud to a machine learning model looking for anomalous activity in their operation.



Maintenance Planning

Maintenance Planner | Karratha Gas Plant LNG/Frac

Capacity Issues
Review and remove scope

Dynamic Window 15
14 MARCH 2021 - 15 APRIL 2021

Execution Progress

Remaining: 12
Confirmed: 27

10 days of Execution remaining

Dynamic Window 15
14 MARCH 2021 - 15 APRIL 2021

Resourcing | Materials | Permits

Remaining: 27
Work Scope Authorised: 27
Amend Work Request: 1

3 days of Planning remaining

Dynamic Window 15
14 MARCH 2021 - 15 APRIL 2021

00 WEEKS | 00 DAYS | 00 HOURS | 00 MINUTES

SELECT SCOPE

Ready for Selection

Dynamic Window 15
14 MARCH 2021 - 15 APRIL 2021

12 WEEKS | 03 DAYS | 14 HOURS | 38 MINUTES

SELECT SCOPE

103 days until Planning commences

Dynamic Window
14 MARCH 2021 - 15 APRIL 2021

12 WEEKS | 03 DAYS | 14 HOURS

SELECT SCOPE

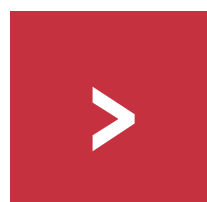
103 days until Planning

Window Key Metrics

User Status Breakdown

Urgency	Reason	LTO	Status	Order#	FLOC	FLOC Desc.	WO Desc.	R
	CONSQ	🚩	WAAP	2200478649	AU01.318LT013	1Y F06 SIF 3U1800 LEVEL TX F/TEST	DET,GAS IN AIR INTAKE OF B8105	20/
	CONSQ	🚩	REL	2200478649	AU01.318LT013	ALARM,HORN,COMPRESSOR HSE 3K1410/20 GAS	MOC-91506 EEHA 360UB041REPAIR/REPLACE HO	20/
	CONSQ	🚩	WHRA	2200478649	AU01.318LT013	1Y F06 SIF 3U1800 LEVEL TX F/TEST	DET,GAS IN AIR INTAKE OF B8105	20/
	CONSQ	🚩	REL	2200478649	AU01.318LT013	1Y F06 SIF 3U1800 LEVEL TX F/TEST	DET,GAS IN AIR INTAKE OF B8105	20/
	CONSQ	🚩	BLK	2200478649	AU01.318LT013	1Y F06 SIF 3U1800 LEVEL TX F/TEST	DET,GAS IN AIR INTAKE OF B8105	20/
	CONSQ	🚩	REL	2200478649	AU01.318LT013	1Y F06 SIF 3U1800 LEVEL TX F/TEST	DET,GAS IN AIR INTAKE OF B8105	20/

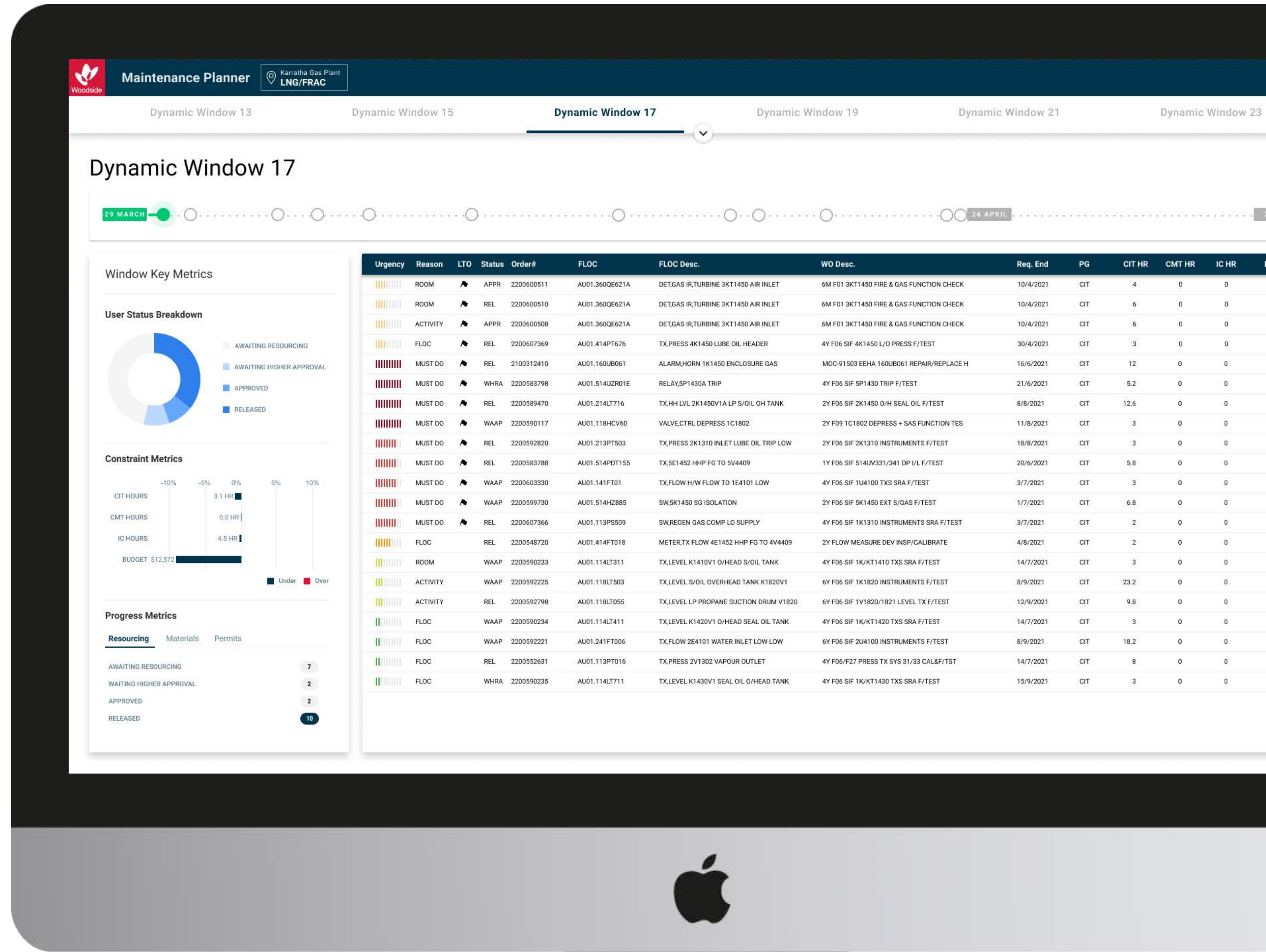
Let's get started



Maintenance Planning

My design research identified the majority of maintenance performed on Woodside's assets are non-urgent and low-complexity. The Dynamic Maintenance intelligent workflow I designed targets these scopes and, due to their nature, allow Woodside to gain efficiencies in their selection, planning and execution.

The result is a reduced planning horizon and increased opportunity to liquidate emergent scopes, both of which reduce the amount of double-handling and wasted effort experienced on some assets.





Role: Executive Creative Director, IBM iX A/NZ

Responsibility: Product Owner, Air New Zealand Accelerated Visioning

Impact: Air New Zealand has been ranked “Most Innovative Airline” 5 years in a row. I was tasked with identifying their next innovation. The service design that resulted from the work is a first for the airline industry and has been used by our Travel & Transport industry leaders as a best-in-class example of IBM’s customer engagement work. I worked with the Air New Zealand team to help them re-imagine their mobile experience and the future of air travel. Through my design research and creative direction, I invented the beginning foundations of a time travelling experience using assistive and agentive intelligence. I designed the navigation element that lets users travel between past, present and future.



“I have worked with Kim on a number of initiatives around Airline process transformation for valued clients in ANZ. Notably her work on Time Traveler, Air NZ’s accelerated vision project for Mobile Service Design was exceptional. She is a subject matter expert in the airline and T&T industries. Her work on AirNZ has opened doors for Qantas, Jetstar and China Airlines. Kim was an SME for her teams on Qantas and JetStar projects as a result.”

*— Doug Robinson, Managing Director
GBS Australia, former VP Asia Pacific
Industrial and Distribution Sectors,
IBM Global Markets*

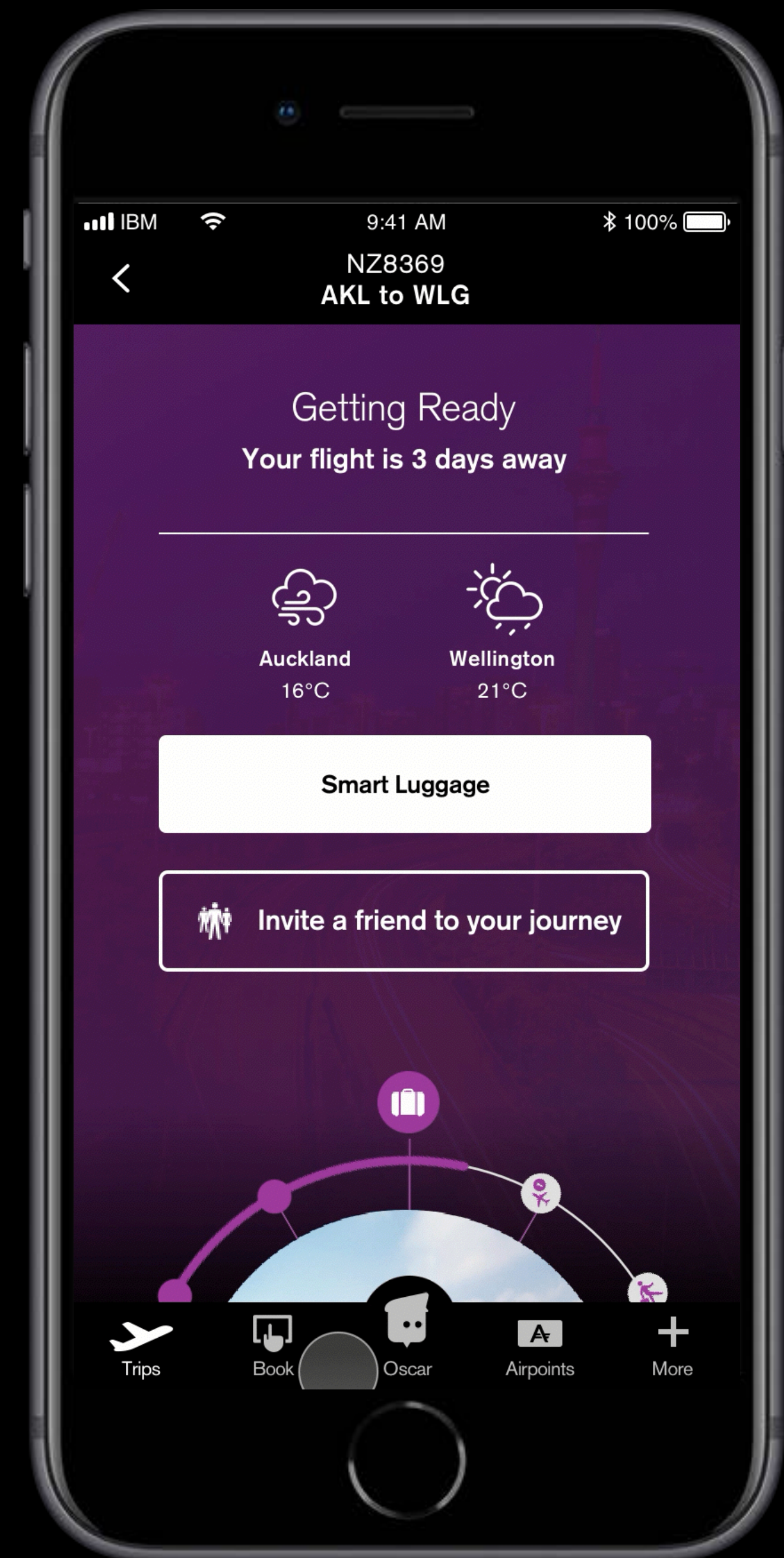
Welcome Screen

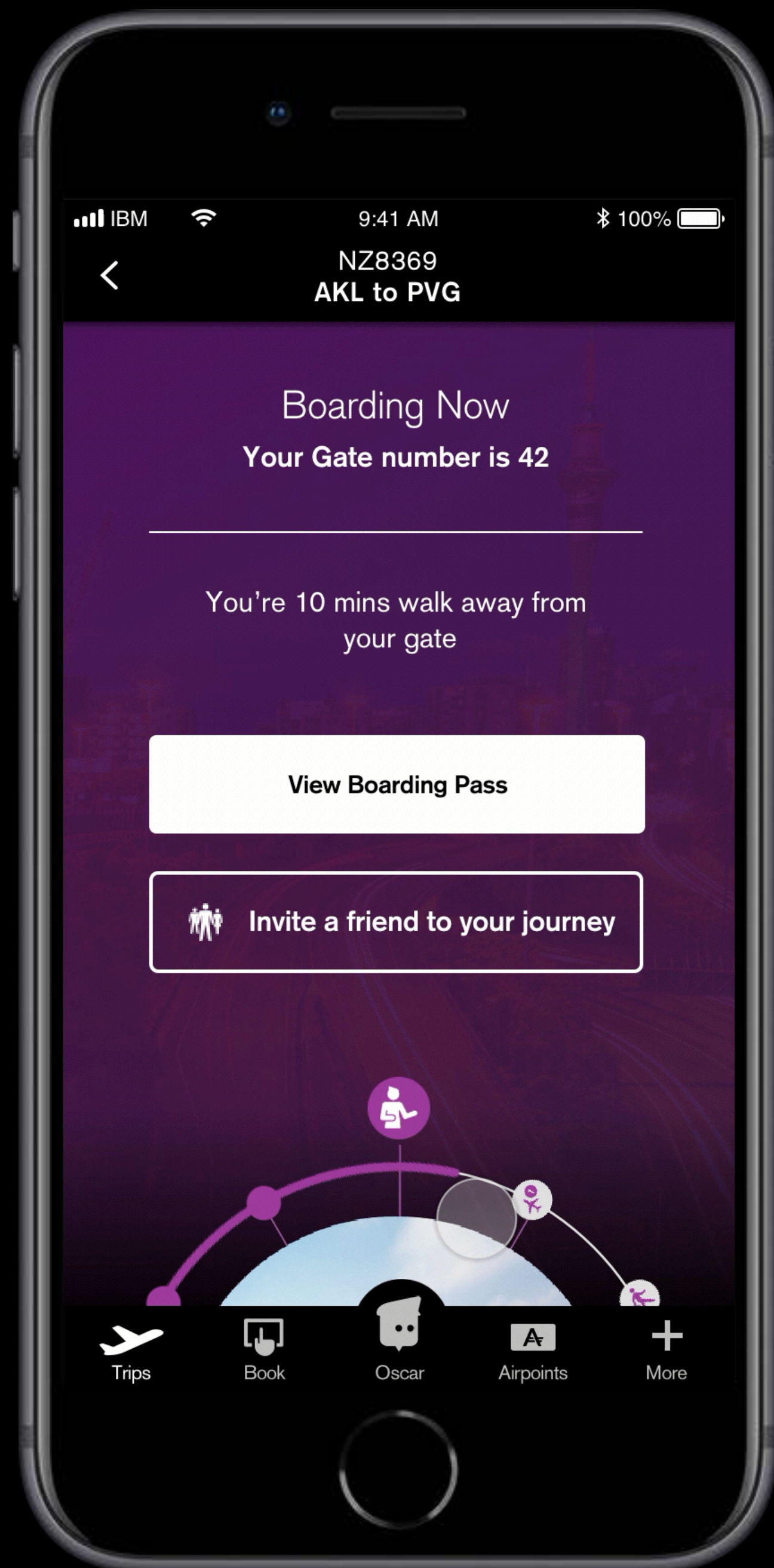
While people are comfortable with discovering the unknowns in their destination, the exact opposite is true for their air travel experiences. My design research uncovered which are the most vulnerable moments in air travel for Air New Zealand customers, from visa applications for foreign travel to domestic disruptions and all the steps in between.



Sneak Peek into the Future

The TimeTraveller Experience explores ideas like personalised check-in times, how to manage your time while you're traveling through time zones and connecting travel groups through a shared timeline experience. The information architecture gave passengers a sneak peak into their futures. I built a personalised timeline experience that lets them see what's coming up next in their travels.





I explored new forms of navigation that travelled the horizons from visual, touch and voice-enabled. The visual wheel seen in this prototype allowed users to navigate the entire application with their thumb.

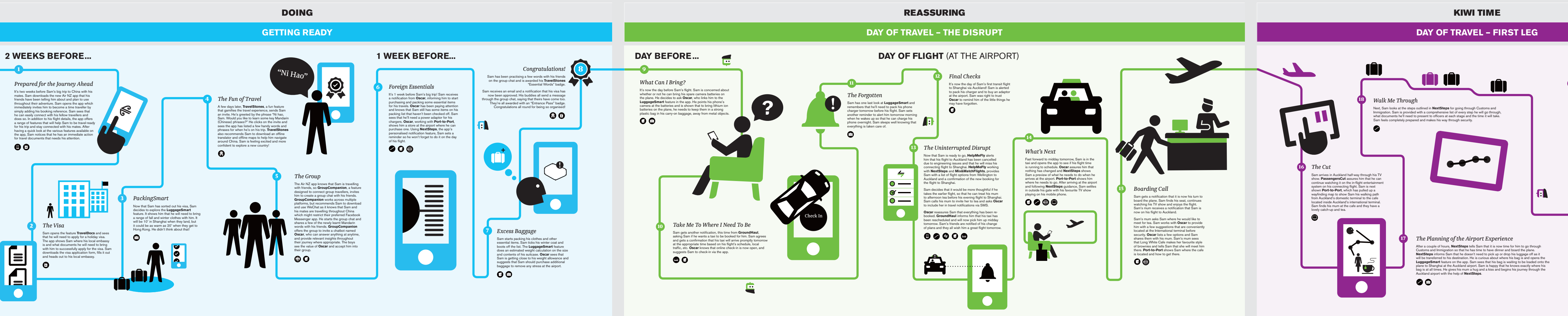
I also tested out interactive experiences that were “hands free” controlled completely by voice recognition. Her design research observations showed that people in airports often have luggage, bags and children in tow. They wanted the support of the mobile application, and I needed to find a way to deliver the content in multiple forms.

Next Steps

I deigned a completely new service design for the airline industry that treated air travel like an avid fan experience.

The TimeTraveller Experience

2020 AND BEYOND



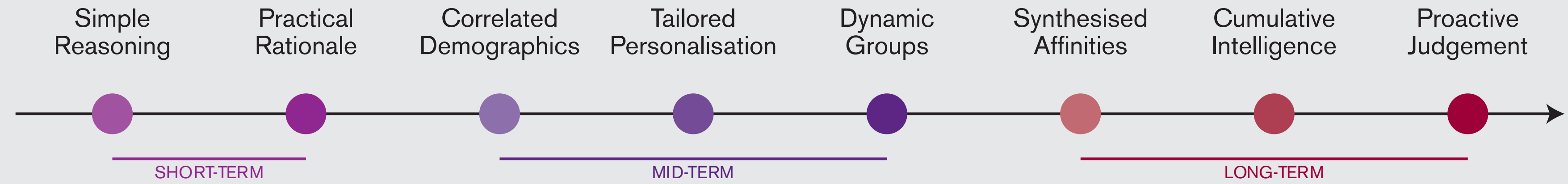
The TimeTraveller Experience

We are letting Air New Zealand customers time travel by giving them a sneak peek into the future, showing them what's next on their journey before they arrive. Here you'll find just a few of the new services Air New Zealand will offer. These features, working together, create a new travel experience that will help our passengers prepare and enjoy air travel like never before.

<h3>HelpMeFly</h3> <p>EXPERIENCE The Ai NZ app now includes a suite of customizable features and performance to help passengers experience a flying experience. It starts with a simple ID, a fingerprint, and a security enhancement to your personal information. This is followed by a suite of features and services that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding.</p> <p>OPPORTUNITIES The app is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p>	<h3>NextSteps</h3> <p>EXPERIENCE Using intuitive metaphors and a simple interface, the user is always informed of where they are along their journey. When appropriate, NextSteps offers clear directions and information. All content is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p> <p>OPPORTUNITIES The app is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p>	<h3>Oscar</h3> <p>EXPERIENCE Building on the existing Oscar chatbot, the future Oscar will employ advanced AI technology to become a fully trained companion. Oscar will be able to help passengers with a wide range of questions and tasks. Oscar will be able to help passengers with a wide range of questions and tasks. Oscar will be able to help passengers with a wide range of questions and tasks.</p> <p>OPPORTUNITIES The app is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p>	<h3>Mix&MatchFlights</h3> <p>EXPERIENCE Given the flexibility of a dynamic flight package when experiencing a disrupt can help the traveler to choose the flight that best suits their needs. This response is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p> <p>OPPORTUNITIES The app is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p>	<h3>GroupCompanion</h3> <p>EXPERIENCE Air New Zealand passengers often fly with a group. GroupCompanion offers a suite of features and services that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding.</p> <p>OPPORTUNITIES The app is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p>	<h3>GroundHaul</h3> <p>EXPERIENCE When planning your trip, it's important to know what you need to do to get to the airport. GroundHaul offers a suite of features and services that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding.</p> <p>OPPORTUNITIES The app is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p>	<h3>LuggageSmart</h3> <p>EXPERIENCE LuggageSmart offers a suite of features and services that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding.</p> <p>OPPORTUNITIES The app is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p>	<h3>CrewComm</h3> <p>EXPERIENCE CrewComm offers a suite of features and services that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding.</p> <p>OPPORTUNITIES The app is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p>	<h3>Port-to-Port</h3> <p>EXPERIENCE Port-to-Port offers a suite of features and services that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding.</p> <p>OPPORTUNITIES The app is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p>	<h3>Travel</h3> <p>EXPERIENCE Travel offers a suite of features and services that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding. The app also includes a suite of features that help you manage your flight, from check-in to boarding.</p> <p>OPPORTUNITIES The app is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices. It is designed to be used by passengers on their mobile devices.</p>
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And I built an AI training program to help them move from assistive to agentic technology.

Augmented Intelligence Framework and Oscar (with Watson) Evolution



	Simple Reasoning	Practical Rationale	Correlated Demographics	Tailored Personalisation	Dynamic Groups	Synthesised Affinities	Cumulative Intelligence	Proactive Judgement
Detail	Deductions from generic information	Rule of thumb reasoning from simple data	Transitive rationale from segmentation	Generated from individual data	Understood complexities of group's interests	Advanced knowledge of guest's preferences	Deliver smart recommendations based on analysis of holistic airport, airline and passenger data	Emotion-based, personality-target judgement
Example	"Tomorrow is your flight, now would be a great time to check-in. Can I lead you through the process?"	"It looks like your flight's been delayed, do you want some tips on where to eat and relax?"	"Your flight's now departing from gate 16, it's a fair walk and the queue for security is growing rapidly. We recommend you head through immigration now."	"I see that you're booking your regular commute to Auckland. I know you prefer an aisle seat towards the front of the plane. 7C is available, would you like me to reserve it for you?"	"Your group has been assigned a special agent to assist in your check-in. Here are directions to where you can check-in. Your assistant will join you."	"Based on your love for jazz, I'd like to recommend this concert happening in Hong Kong while you'll be visiting. If you're interested, I can get you a ticket."	"Here's what you've watched on your past flights, do these movies seem interesting to you?"	"Hey, you seem a bit stressed. You'll get to the gate with plenty of time to spare. Is something up? Can I help?"
Data	<ul style="list-style-type: none"> • FAQs • Information on check-in processes • Baggage and immigration policies 	<ul style="list-style-type: none"> • Day of flight info • Airport Points Of Interest (restaurants, shops, etc.) • User's location 	<ul style="list-style-type: none"> • SVOC (repeat travellers) • Travel personality type • Friends/family travelling 	<ul style="list-style-type: none"> • Interaction history (movies/TV shows/music) • Preferences 	<ul style="list-style-type: none"> • Group travellers • Size and type of group • Profiles of the individuals • Individual and collective preferences • Staff rostering 	<ul style="list-style-type: none"> • Food preferences • Social media • Trip info 	<ul style="list-style-type: none"> • Security wait times • Distance to gates • Beacons/sensors around the airport 	<ul style="list-style-type: none"> • Live video or facial mapping • Interaction with app data
Enablers	Searchable knowledge base	<ul style="list-style-type: none"> • Location services • Access to flight data from Air NZ and partner carriers • Airport services 	CRM/maintaining a customer profile	Recommendation engine	<ul style="list-style-type: none"> • Social sharing • Coordinating AirNZ staff 	Watson Personality Insights	Watson Cognitive Assistant	<ul style="list-style-type: none"> • Watson Analytics • Watson Visual Recognition • Watson Sentiment Analysis • Customer health data (heartrate, IoT devices)



Role: Executive Creative Director, Agency Magma NYC

Responsibility: Design research for historical park events and facilitator for the event

Impact: On Arbor Day weekend in 2010, I engaged a younger, more wired audience with nature by turning Central Park into an interactive board game. Using smart phones, the event connected a new generation to the park allowing them to experience and explore the trails like never before. I researched historical park events, built the QR code Tree Logos, and was on-site the weekend of the event offering education and technical assistance.

Awards and Publications

- 2012 Taschen Publishing, The App & Mobile Case Study Book
- 2011 One Show Finalist
- 2011 Communication Arts Interactive Annual
- Contagious Magazine
- FWA Site of the Day





Role: Executive Creative Director, Publicis NY

Responsibility: Creative Director and writer for the documentary film series

Impact: I created an evergreen platform on YouTube for digital content for the brand. The films tell the efforts of wildlife rescue workers who use Dawn dish soap to save animals caught in oil spills. **“The Big Picture”** is a 9-part documentary series about Dawn’s commitment to its wildlife partners. In each episode, I introduce the world to scientists and volunteers who are making great strides in wildlife protection every day. The success of their efforts are told through the stories of ducks, seals, pelicans and sea lions. I was the writer and Creative Director/Art Director on these films.

Awards and Publications

- 2014 Effie Finalist for Integrated Campaign
- 2014 Webby Award for Green Initiative
- 2014 Silver Addy for Cinematography
- 2013 Mashie Finalist Best Video Series





Role: Executive Creative Director, Agency Magma NY


Responsibility: Design lead for package design and music soundtrack

Impact: I created a new form of technical creative execution for the brand in the form of music designed to compliment the flavours and healthy activities the drink's customers perform. ALO was on a mission to become the next great drink company. They have a holistic vision of providing you ultimate refreshment inside and out. To help them deliver on this mission I gave them another ingredient to add to their positive vibe — custom music for each flavour called Alotones.

Awards and Publications

- 2011 Gold Addy



A woman in a patterned blouse is standing and gesturing with her hands, presenting to a group of people. The background is a wall covered in sticky notes and diagrams, suggesting a collaborative meeting or workshop. The entire image has a yellow tint.

“The client piece is where you excel. You shine because you push the status quo. Yes, Human-centred design and your design skills help. But your question and understanding and synthesis of the problem space is second to none. You make them question, with provocation, about their solutions and approaches. You are a trusted advisor and advocate for clients and IBMers. You can take their vision and translate that in every step of the way, even the practical steps to get there. You think like no one else thinks in this space - ever. You bring a differentiated point of view.”

***Kylie Mclean
IBM Garage Market Maker***

I have established the value of design in business with clients globally across travel, transportation, finance, insurance, consumer package goods, oil, gas, mining, steel, government, utilities, telecommunications, entertainment, renewable energy, and healthcare industries.

PART THREE

I demonstrate a desirable career path for young designers.



"From a practice growth perspective - I think I have been lucky to have worked many times with you, and would want this experience for all new designers. But it's just not possible due to only so many hours in a day and one of you. I think that hiring Viv has been great both for your time and for our growing practice of designers - allowing you to distil your mentorship into senior design leadership and ensuring that all designers have the best mentors to strengthen their practice."

— Sally Hughes, Senior Service Designer IBM iX

"I always feel like I can ask you a question, opinion, or bounce an observation off you. I find a lot of senior practitioners are either too busy or above giving assistance to early career graduates/interns, but I've always felt supported when interacting with you."

— Darrshan Clarke, graduate UX Designer IBM iX

INTERACTIVE ACTIVE DESIGN

Rockport

An Introduction to the Theory and Application of User-Centered Design

CHAPTER 2 Collaborating with Your Team and Your Client

Before you meet your client and users and start designing something innovative and desirable, it's a good idea to get to know your fellow team members.

Design has never been a solitary pursuit. Architects work with teams of engineers, drafters, and other specialists, as well as builders and contractors to realize their designs. Print designers collaborate with content specialists, illustrators, photographers, and printers to bring their designs to life. Interactive design is no different. User experience designers partner with a variety of different team members, who bring different expertise to the proverbial design table. These teammates and design partners bring skills and perspectives that are essential to building a website, game, application, or mobile app.

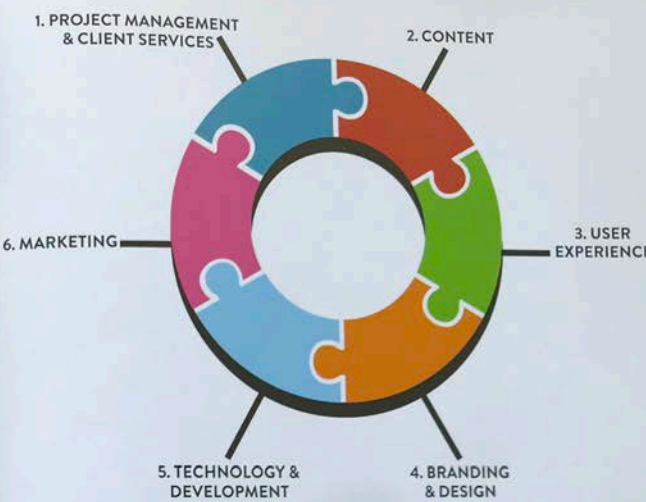
A UX designer will work closely with the following:

- Technical architects who are charged with designing the systems and code that will realize the design
- Visual designers who are tasked with incorporating the brand personality into the design
- Content strategists who are responsible for the content that the application will convey to customers
- Project managers who are responsible for making sure the design project is completed on time and budget.

They may also partner with many others, including product strategists, subject matter experts, and business strategists.

These six departments represent the foundational core needed to create a great interactive experience or product. Depending on your digital product, you may have other departments as part of your team. For example, if you have an ad unit or sponsorship opportunity, you may have a dedicated sales team. If your product deals with education, you may have curriculum specialists. Your team will also look different if you are part of an in-house product team as opposed to a client services team. Smaller teams often have team members fulfilling the responsibilities of multiple departments. For example, a user experience lead may also be the content strategist, or a web designer may also be the information architect.

Note: This list is not intended to be comprehensive. Each department has a wide variety of roles that are not included here.



- 1. PROJECT MANAGEMENT & CLIENT SERVICES**
A great product is possible only when things stay on track.
SAMPLE ROLES: Account Executive, Project Manager, Producer
- 2. CONTENT**
A great product starts with relevant, quality content.
SAMPLE ROLES: Content Strategist, Managing Editor, Content Migration Specialist
- 3. USER EXPERIENCE**
A great product is desirable, usable, and enjoyable.
SAMPLE ROLES: Director of User Experience, User Experience Designer, Interaction Designer
- 4. BRANDING & DESIGN**
A great product is on-brand and is visually appealing to the demographic.
SAMPLE ROLES: Creative Director, Art Director, Designer
- 5. TECHNOLOGY & DEVELOPMENT**
A great product is responsive and the technology feels invisible.
SAMPLE ROLES: Technology Lead, Developer, SEO Specialist
- 6. MARKETING**
A great product is great only if users know about it.
SAMPLE ROLES: Digital Marketing Strategist, Social Media Manager, Search Marketing Specialist

CHAPTER 3 Goals, Users, and Success Criteria

Design is about making choices—deciding to use one font over another, what information to display, or what feature has prominence on a page. Design choices can be as much about what elements to include as they are about how to display the information and its functionality.

But how do we make these choices? Is it just our gut instinct? Is it what we like? Clients hire us partially for our unique perspective, but they expect us to apply that perspective in an informed way. They want us to make choices based on our users and on meeting their specific needs and goals. The work we do for our clients should help them be more successful, make more money, reach more customers, communicate more clearly, and make great customer experiences.

By understanding and prioritizing what both our clients and their customers want, we can make the strongest design choices. Prioritized goals, informed choices, mediated arguments, and help determine when a design is successful.

The World Park

Looking to attract a younger, tech-savvy park visitor, The World Park turned New York City's Central Park into an interactive board game. More than 1,500 people played at the free event, setting an important benchmark metric for future events.

The World Park Agency, Magna, New York, NY



“19th-century culture was defined by the novel, 20th century by the cinema, the culture of the 21st century will be defined by the interface.”

Lev Manovich, referenced by Aaron Koblin in his TED2011 talk, March 2011

MOBILE FIRST

Designers are often asked to design a website first and then translate it in a simplified form for the mobile version of a site first, and then to add complexity, functionality or detail for the regular web version. As mobile device use grows, editing computer usage—in many regions of the world, more people access the Internet from mobile devices than from desktop or laptop computers—this becomes a much more successful design strategy.

Once you've determined what device you will design for, the most important thing to take into account is how a user interacts with that device. How they will navigate and enter information. How big the screen is, and how much information can be presented and still be readable. A user moving a cursor around a 17-inch monitor with a computer mouse can comprehend a much larger amount of information, and can click on much smaller buttons or links, than a user who is navigating with a fingertip on a 3" x 5" (7.6 x 12.7 cm) screen. Data entry that is easy with a keyboard can be difficult when entered using a remote control or phone keypad.

It is a good idea to do additional user research once you've determined the device you will design for. What users using the device. How do they find what they are looking for? What frustrates them? Where do they use the device most often? What stops them from completing a task? How can you make their experience better?



“Brevity. Simplicity. Do one thing and do it well. Thinking mobile first is about all three of these. It's relevant information when you want it, and designers have the opportunity to curate a unique experience for products, brands, and services. Force yourself to focus.”

Kim Bartkowski, creative director

DESIGNING WITH DEVICES

A quick reference guide to help you choose the right devices and design solutions for your digital experience. by Kim Bartkowski

	Smart TV	Desktop Computer	Laptop	Tablet	Smart Phone
UTILITY					
INFORMATION					
ENTERTAINMENT					
PORTABLE					
CREATION					
24/7					
SOCIAL					
ACCELEROMETER					
IMAGE RECOGNITION					
GPS					
VIDEO RECORDER					
CAMERA					
OPEN API					
ADDRESSABLE					
BARCODE SCANNER					
SMS					
VOICE RECOGNITION					
APPS					
TOUCH SCREEN					
AUGMENTED REALITY					
NEAR FIELD COMMUNICATION					

Published in 2012 by Rockport Press, I contributed as a subject matter expert on mobile and social design practices for early career professionals. I supplied personal case studies, worksheets and method diagrams.

The App & Mobile Case Study Book

Ed. Rob Ford/Julius Wiedemann

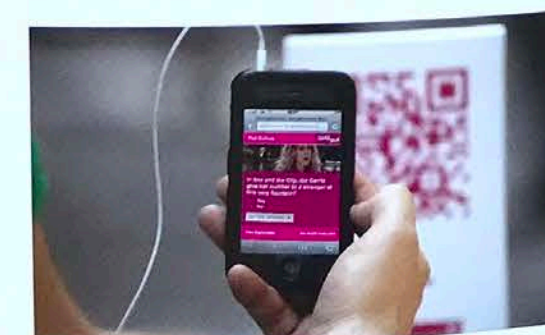
The stories and statistics behind some of the most successful mobile content ever made

taschen

The World Park



"One of the most inventive, alternative media campaigns ever to invade Central Park!"
Toni Fitzgerald, *Media Life* magazine



Client
NYC Parks & Recreation

Credits
Agency Magma
www.agencymagma.com

Awards
FWA Mobile, One Show,
Communication Arts



The Brief
Create awareness and engagement for New York's Central Park amongst younger, more wired visitors. Re-establish Central Park as one of America's first themed parks.

QR codes and image scanning were then just emerging in the US. However, they are poorly designed, so that's why the main goal for Magma was to create an iconic usage of a traditional QR code – we had a critical design challenge ahead of us. We believe that great design makes change easier. So, we knew that if we did a great job designing it, people would want to naturally interact with it.

Designing and introducing a new type of park signage to the public was also a design and usability challenge while having a low impact on the park both physically and visually.

The Challenge
Young consumers today primarily get their entertainment through the Internet, DVRs, and game consoles. Could we use the technology they use the most today, their mobile phone, as a key motivator to re-engage with the park? With the advent of the Nintendo Wii and smartphones, we had the opportunity to create an idea that motivated young people to come out and explore the world around them. The World Park is both innovative and social. It required them to earn park knowledge through their active, physical interaction with Central Park – meaning they had to actually walk the park and explore it in the real world to earn content in the virtual world.

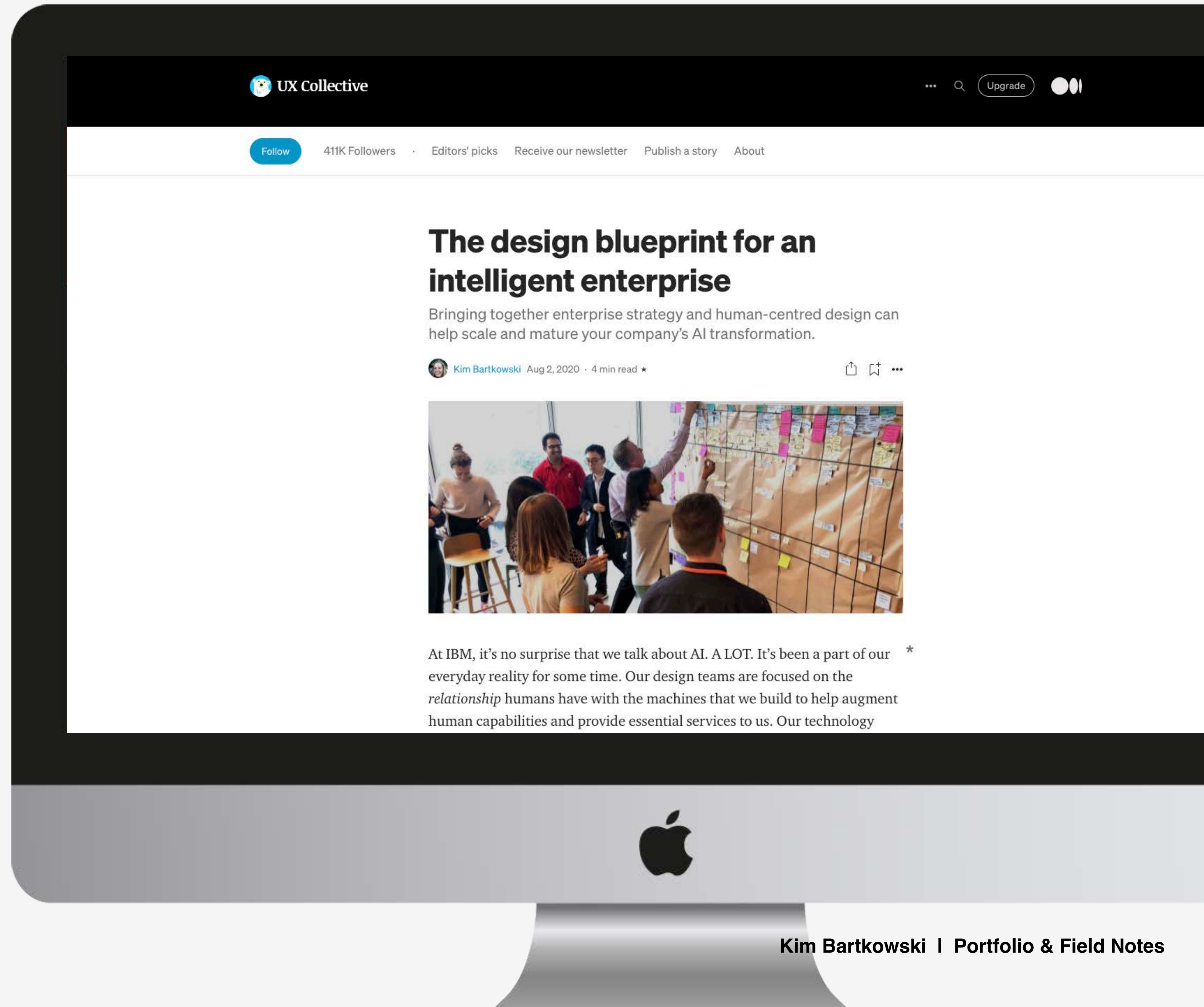
The biggest challenge was creating, organizing, sourcing, licensing, packaging, designing, and writing all the creative content. Lastly, we culled it down and curated an outdoor mobile museum.

Published in 2012 by Taschen Press. The book narrates stories and statistics behind some of the most successful mobile content made to date. I was featured for my project with NYC Conservation and The World Park.



I publish my work and insights on Medium. My articles on the Cognitive Enterprise and my Cognitive Enterprise Design Blueprint are shared internally and externally. These two articles have earned 5K+ views, 2.4K+ reads. Both articles are distributed by UX Collective.

<https://medium.com/@kimberlybartkow>



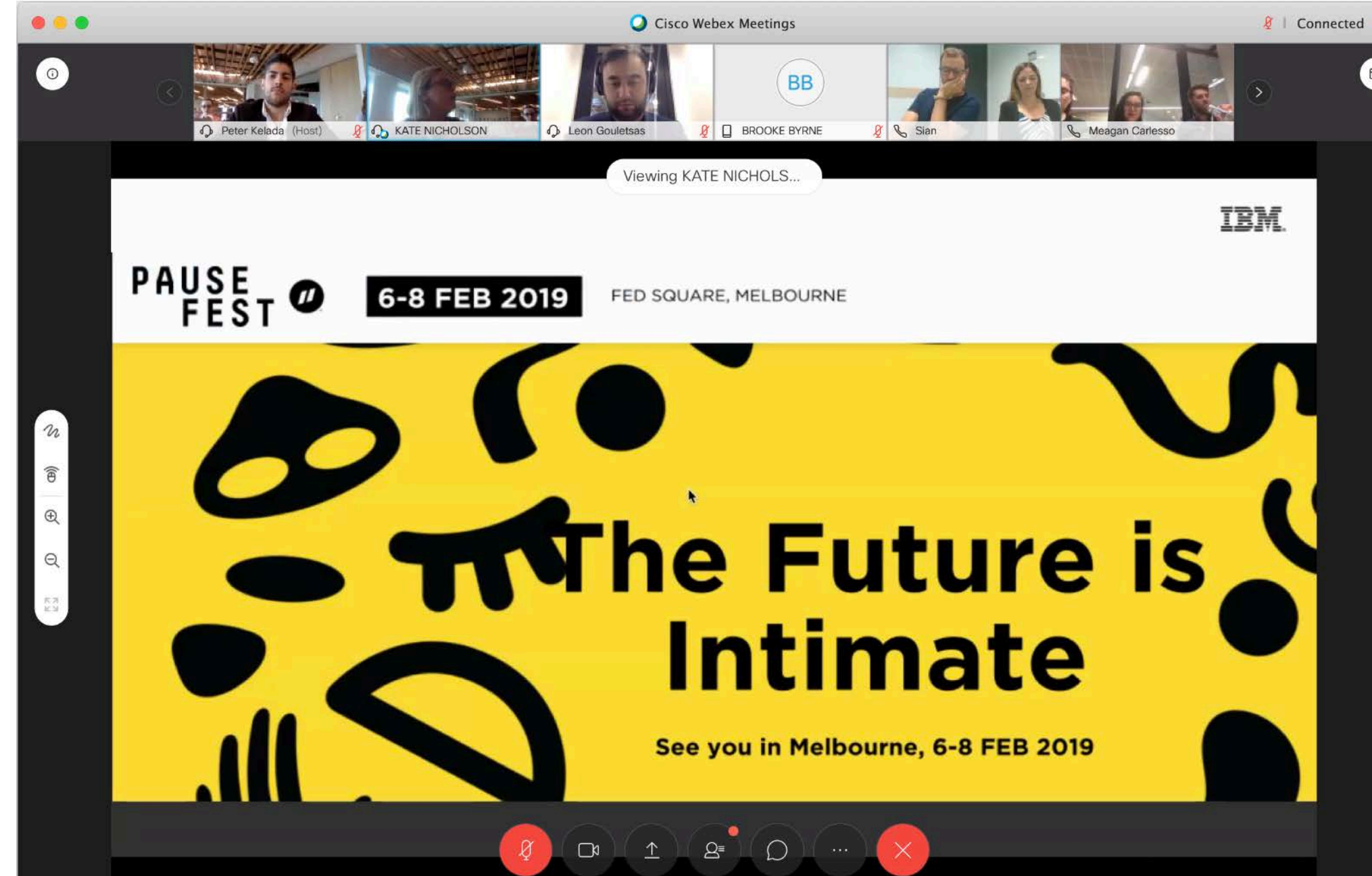
PAUSE FEST

Creative Director for event + VIP Host

Pausefest is Australia's leading creativity infused business event. I designed an experience to ensure IBM's position as an industry leader in design would be effectively conveyed throughout the festival.

I designed and built a toolkit of assets, both physical and digital, focused on designing relationships that highlighted IBM's strategic position on Brand Belonging and Designing relationships with AI.

I also organised keynote speakers from our global design teams bringing Billy Seabrook in from New York and provided a growth opportunity for Milena Pribic, an up and coming talent from IBM's Design for AI team in Austin.





I has been on jury teams for Cannes twice, in 2018 and 2021. **For an advertising nerd, this is heaven!** My first jury was for Creative Data Lions and the second was for the Design Lions. The festival awards the best communication, design and customer engagement experiences every year.

JFK UNSILENCED

55 YEARS AFTER HIS DEATH, JFK GIVES HIS FINAL SPEECH

CONTEXT
On the 22/11/63 as he was on his way to give a speech at the Dallas Trade Mart - President Kennedy was silenced.

EXECUTION
Data usually sharpens a story, but for JFK it made it possible to actually tell the story and allowed over **1 billion people** to finally hear JFKUnsilenced.

RESULTS

- Covered by **59 countries** worldwide.
- Total Editorial Reach: **1 billion**
- Advertising Value Equivalent (AVE): **€8.9 million**
- Total Social Reach: **26 million** (Potential to reach 21.5m Twitter users & and 5.5m users on other social networks)
- Total Twitter Impressions: **52.1 million**
- All our **rivals covered our story.**

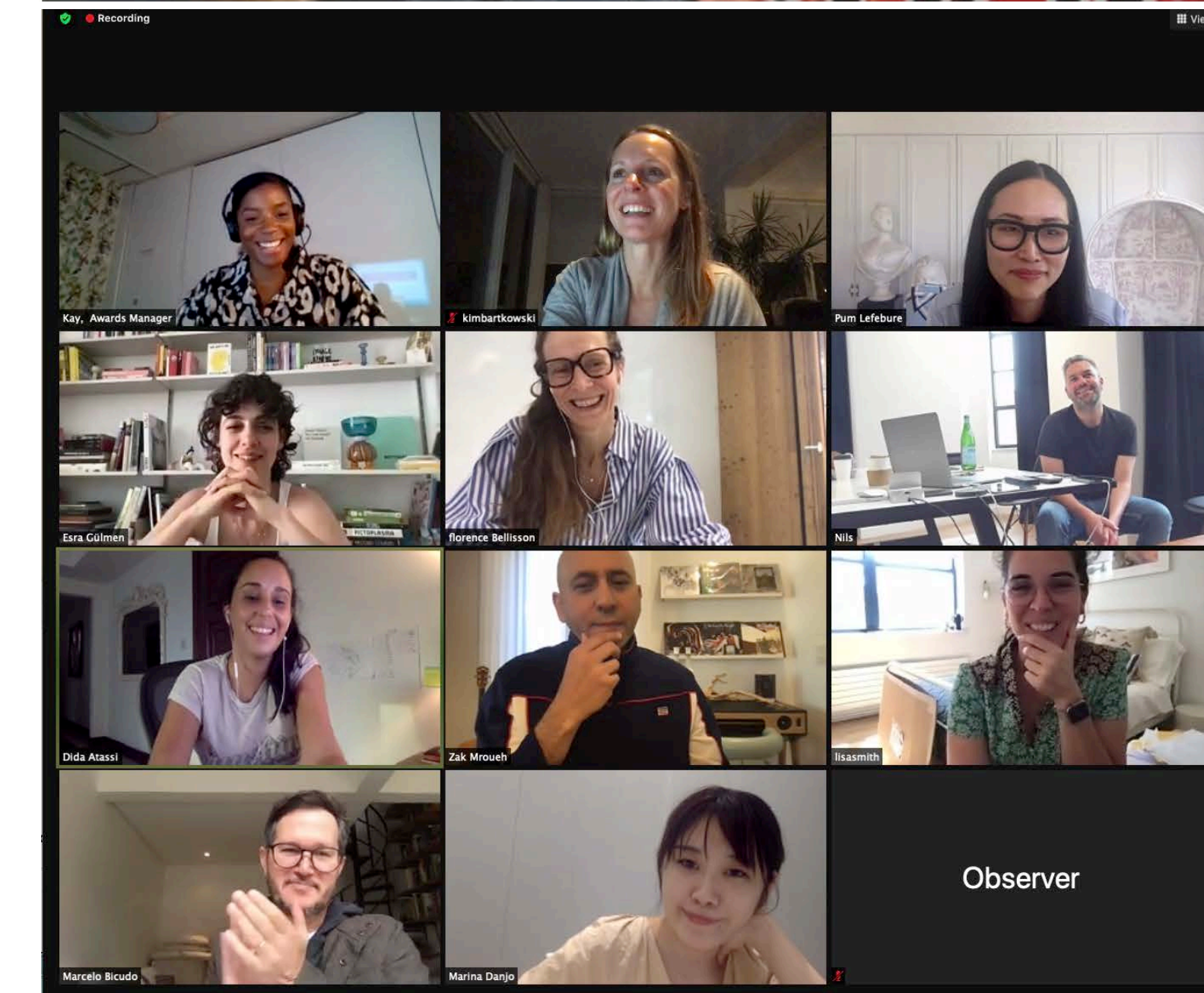


THE TIMES
Find your voice



KIM BARTOWSKI'S CANNES DIARY #1

JUNE 18 2018, 9:25 AM | BY RICKI GREEN | 2 Comments



“Kim put on a great show. Only IBM can have a conversation about scale and design. She brought together so many design leaders from our region and got us to really talk about the gaps in our craft.”

***-Che Tamahori, GM Design AirNZ,
Design Advocate Summit participant***

Awards, Honors and Press



2014 Silver Addy, Dawn Saves Wildlife
2012 Gold Addy, Alodrink.com



2018 Cannes Diary #1
2018 Cannes Diary #2
2018 Cannes Diary #3



2020 Cannes Lions Juror, Design Lions
2019 Young Lions Judge Australia
2018 Cannes Lion Juror, Creative Data
2018 Young Lions Judge, Australia



2011 Communication Arts
Interactive Annual, The World Park



2010 Contagious Magazine,
The World Park



2014 Effie Award Judge
2014 Effie Finalist, Dawn Saves Wildlife



2011 FWA Mobile Site of the Day,
The World Park



2011 One Show Finalist,
The World Park



2012 September, Contributing Author,
*Interactive Design: An Introduction to the Theory
and Application of User-Centered Design*



2012 The App + Mobile Case Study Book,
The World Park



2014 Webby Award for Green Initiatives,
Dawn Saves Wildlife



2011 May, Published in UX
Magazine, *Finding Your Mobile Niche*



I works with leading universities to bring IBM Design's story and methods into the classroom. **As an Academic Focal for the Design Program Office, I have guest lectured at Melbourne University School of Business and received an honorary Industry Fellow citation from the University of Technology, Sydney, where I assist in designing the curriculum for the Digital Creative Enterprises undergrad program. Currently, I am assisting a PhD candidate with sponsorship to do their research with IBM and developing an undergrad and masters program on the Cognitive Enterprise with Federation University in Australia.**



Industry Fellow

I review and discuss the Digital Creative Enterprises undergrad subjects for UTS Business School. To make the students and the curriculum more competitive in the market, I provide frameworks from IBM Enterprise Design Thinking practitioner course coupled with IBM Garage methodologies in simpler forms suitable for students. I also find industry speakers on topic areas to help students bridge the gap from theory to practice.



Thesis Advisor and Guest Lecturer

I am sponsoring a PhD candidate to do their research with IBM on our strategy and design practices. I also guest lecture at the Business School's Masters in Entrepreneurship where I take students on IBM Design's transformation journey and introduces them to the difference in Intrapreneurship.



Bond University + RSA Design Bootcamp

I ran a 3-day Design Thinking accelerator at Bond University, Queensland, for graduating students in the University's Interactive Media and Design program. I was asked to run the bootcamp by the Dean who heard about my lectures from the program director at Miami Ad School.



Design Lecturer + Portfolio Review

I taught first year students the foundation skills and techniques for organising and presenting ideas. The course covered the Adobe Creative Suite, and basic font and production asset management. At the end of my course, they produced their first portfolio.



Thesis Advisor and Guest Lecturer

Over a period of 4 years from 2011-2014, I took on the role of thesis advisor for students pursuing their MFA at NYC's School of Visual Arts (SVA) for their Designer as Entrepreneur program.



Curriculum Design

Creating an undergrad and masters program teaching IBM's Cognitive Enterprise strategy. Focusing specifically on agile and design-led methodologies and frameworks used in IBM Garage.



Hello again. I'm constantly learning how to take what I pick up in classroom theory and put it to practical use. I've got some big restoration and renovation projects in the works with my husband and friends. It keeps me hands-on and more creative when it comes to problem solving and building creative works for my Garages and accelerators. Currently, I'm learning how to geek out about service design, platform strategies, car rims, clothing patterns, sailing and surfing, concrete and architecture (I'm building my new house by my own hand) and a fair bit of other randomness.

I'm also a huge history buff and voracious reader. After reading so many books, I felt I could write one better. I've penned a historical fiction and fantasy piece about the religious undercurrents of The Revolutionary War in the American Colonies. It tells a story about a time when many religions were coming together in one land — protestant, pagan, catholic, witchdoctor and shaman — pairing the colonial political rebellion with a spiritual one. I was born in Philadelphia, stories and monuments of the revolution are all around you and finding inspiration is easy.

I've studied foreign culture and language in Japan. I travel to a new country or city at least once a year. I'm keen to understand why and how things are in this world. It gives me a chance to take out my cameras and quietly observe.

This curiosity is how I ended up living on the other side of the world in Australia and married to a Brit. It's what I believe makes me interesting and unique on the job. Thanks for taking the time to get to know me.

A handwritten signature in black ink, appearing to read 'Kim'.

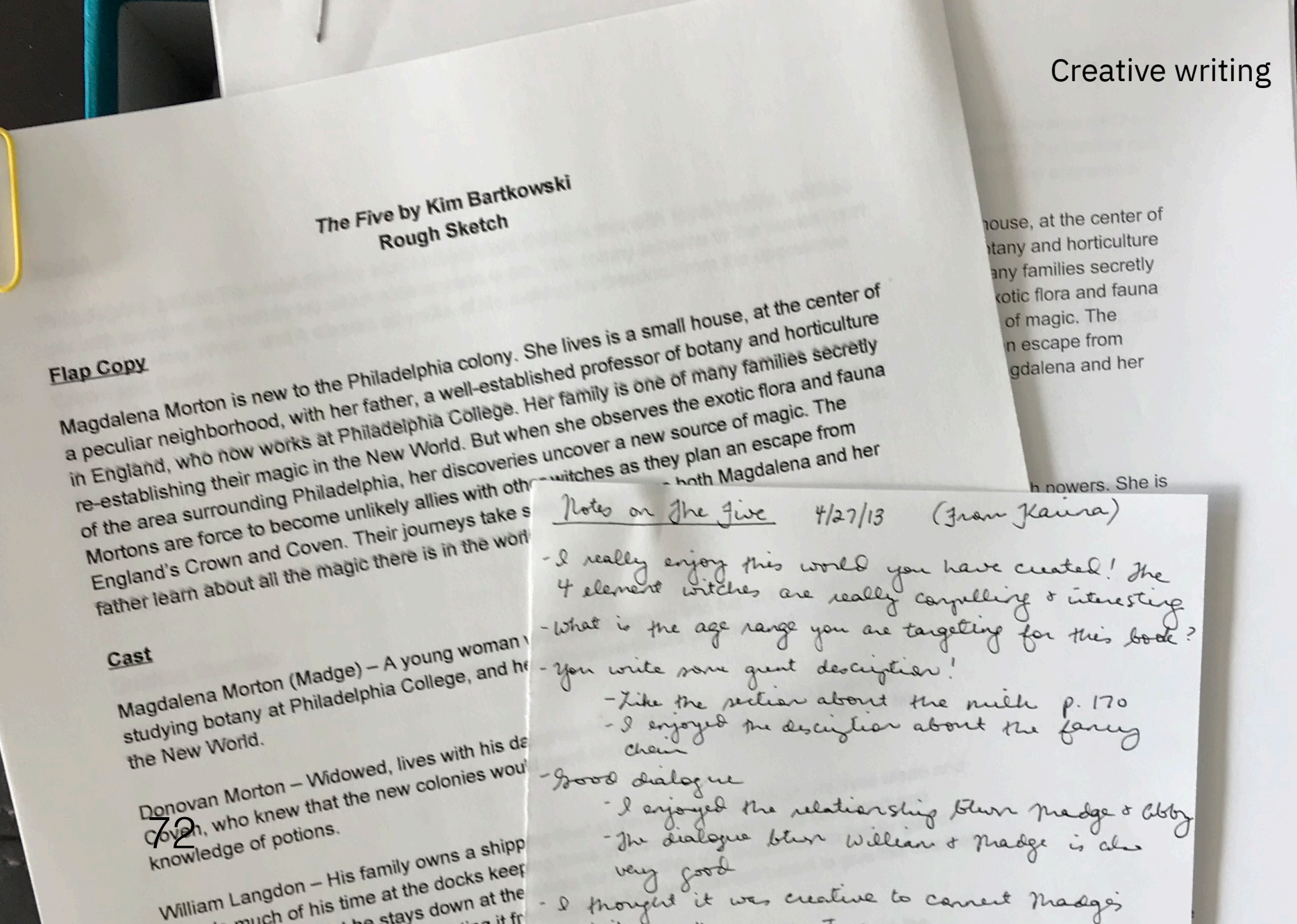


Restoring my 1985 Cole sailboat, Jabiru

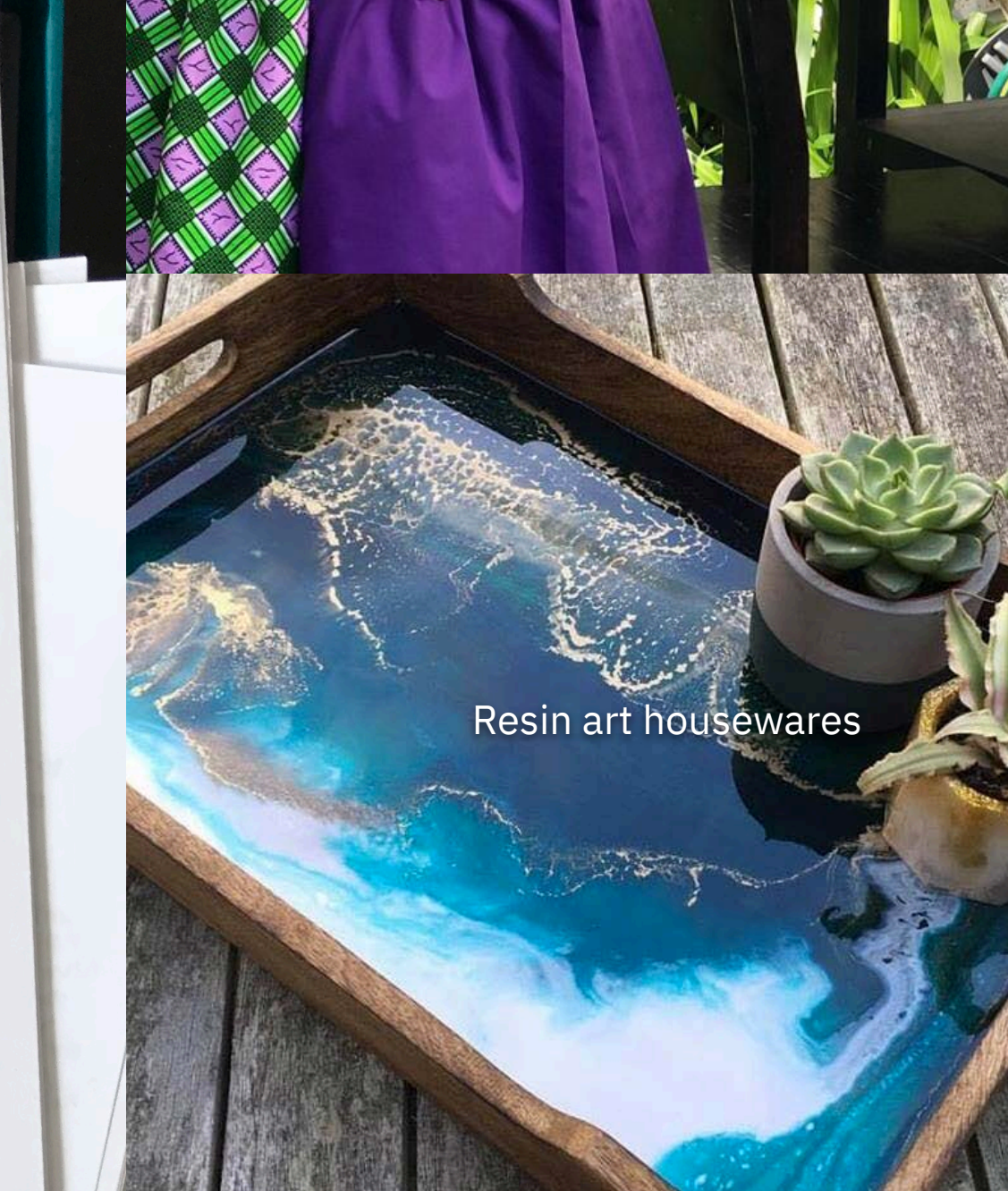


Fashion pattern making and pinning

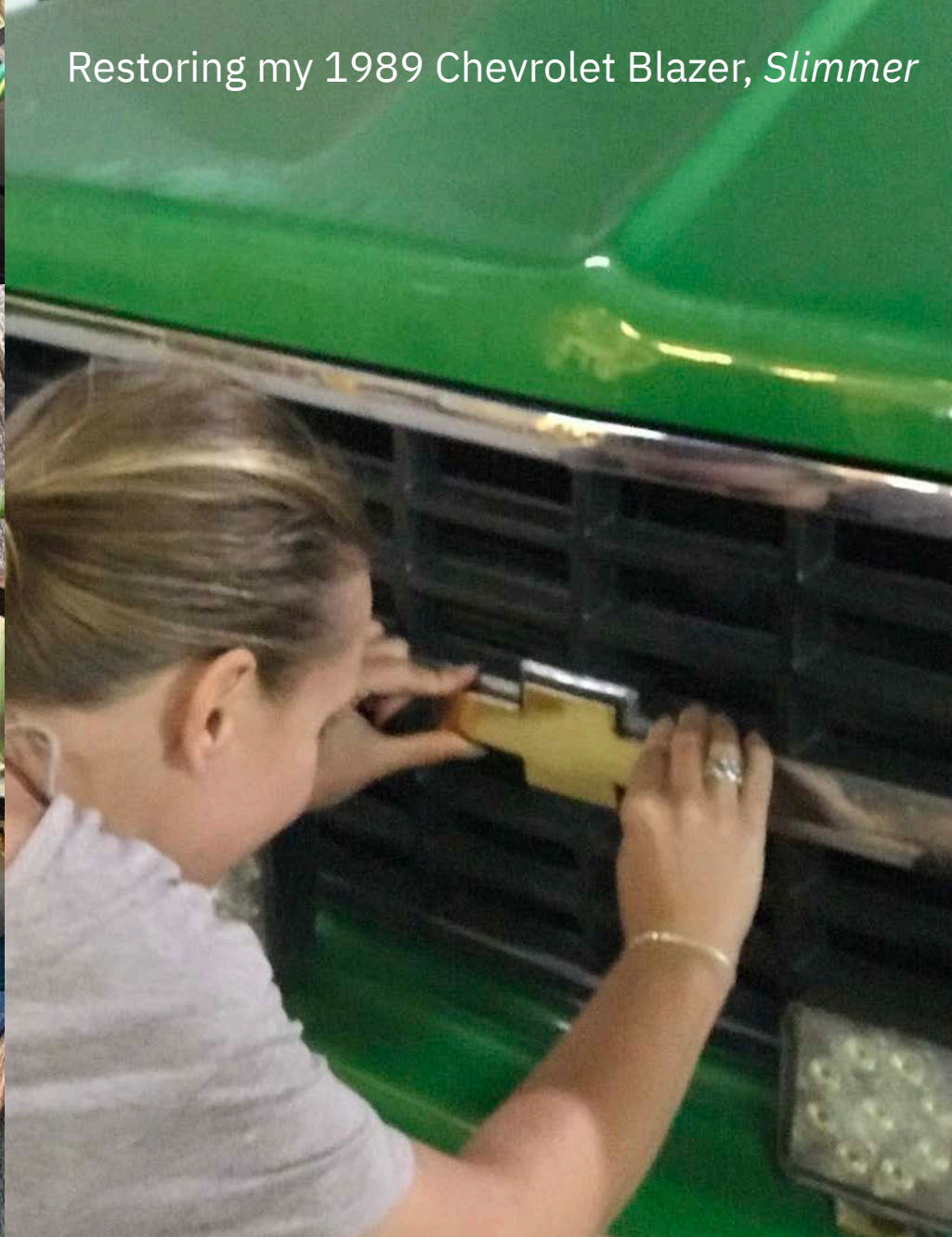
My creative outlets



Creative writing



Resin art housewares



Restoring my 1989 Chevrolet Blazer, Slimmer

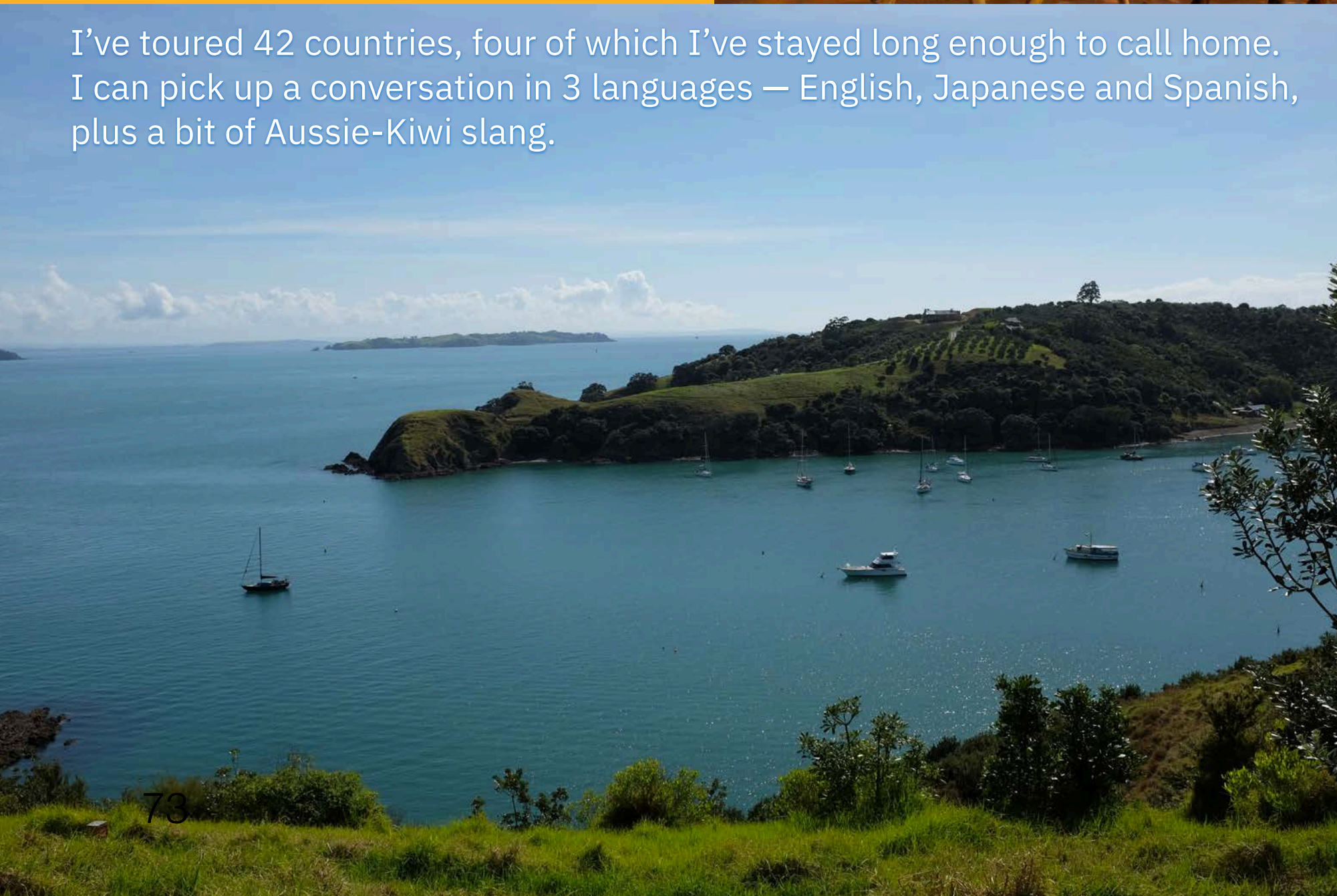


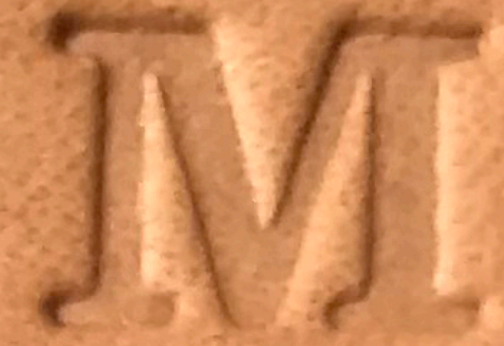
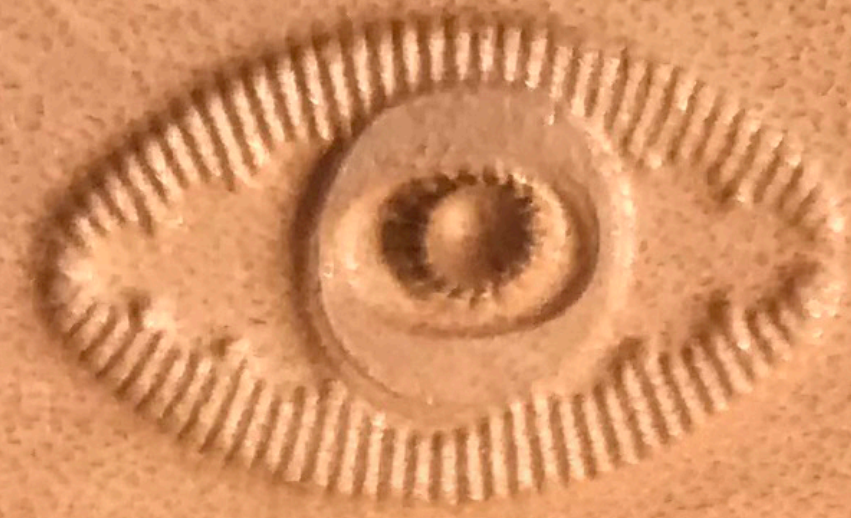
Renovating a stable into a surf camp



Culture Corner

I've toured 42 countries, four of which I've stayed long enough to call home. I can pick up a conversation in 3 languages — English, Japanese and Spanish, plus a bit of Aussie-Kiwi slang.





August 2021