

Michal Hempel

Design Practice Lead

Serko/Booking.com, May 2021 - Dec 2025

A player-coach position leading a team of fifteen Product Designers and Researchers developing Booking.com for Business and Serko's own business travel and expense products. Highlights:

- Delivered major improvements to the product (flights, personalisation, budgets)
- Transitioned to data and research led growth design practice
- Introduced a multi-brand design system
- Championed use of AI in the design practice
- Established a design centre of excellence,
- Established an internship programme

Head of Strategy and Design

Provoke, Aug 2018 - May 2021

Managed design and solution architecture practice and led work programmes for Provoke's customers. Provided strategic direction for digital transformation projects. Created AI & Data Science practice.

UX Lead

Alphero, Dec 2013 - Sep 2017

Led UX and visual design across major programmes of work for web and mobile products. Led cross-functional teams across various organisations and businesses to deliver complex digital transformation projects. Mentored senior and junior staff and grew team culture. Clients included: Metservice, MSD, Mediaworks, VTNZ, TVNZ and others

Contact

michalhempel.com

michal.hempel@gmail.com

+61 435 699 473

Recognition

- 2x Webby Honorable Mentions
- 3x Bronze NZ Design Awards
- 1x Good Design Award

Skills

- UX & visual design
- Design & tech leadership
- Stakeholder and client management
- Design strategy
- Human centred design
- Product design & management
- Mobile design
- Design ops
- Design systems
- People management
- Systems-oriented thinking
- AI-aided design

Education

B.A. Mass Communication (Hons)

Macquarie University, Sydney

1991-1995

UX/Design Lead

Fronde, 2006 -2013

Leading design role on multiple nationwide projects. Established usability practice at Fronde and championed UX in all aspects of software development. Mentored developers in UX principles. Integrated usability workshops and checkpoints as an essential part of development process. Closely worked with multiple stakeholders to translate business requirements into wireframes and interactive prototypes

Service Delivery Manager

Telecom, 2004 -2006

Championed design and technology innovation in the Mobile Division leading directly to significant increase in digital sales and user engagement. platforms. Contributed usability recommendations, prototypes and site maps to business-critical projects including video streaming and app store. Managed relationships with suppliers and business partners.

Head of Design

Kazaa, 2000 -2004

Built and managed Kazaa's web team. Oversight, line management and mentorship of other developers/designers. Established strategic direction for online presence and e-commerce initiatives. Art direction for all aspects of Kazaa online and offline presence, from marketing materials and application design to website design.

Design Lead

e-division, Macquarie Bank, 1998 -2000

Lead design role for a VC incubator run by Macquarie Bank, responsible for user experience and graphic design on a number of startups.

Designer

St. George Bank, 1996 -1998

Responsible for creating designs for Bank online properties, user experience design and front-end coding. Highlights include creation of the first online banking application in Australia and work on Bank's AOL presence.

Web Designer

Weblink Internet Publishers, 1994 -1996